

THE

Laundry Journal

A REUBEN H. DONNELLEY PUBLICATION

JANUARY • 1961
SERVING
PROFESSIONAL
LAUNDRY
MANAGEMENT

An aerial photograph of Philadelphia, showing the city grid, the Delaware River, and the Schuylkill River. Overlaid on the image are several concentric white circles, with the center of the circles located near the University of Pennsylvania and the University of the City of Philadelphia.

THIS IS PHILADELPHIA

A \$65,000,000-a-year market
for all kinds of laundry services

PRE- CONVENTION ISSUE

See AIL Convention program
and list of exhibitors



The dryer designed with doors in mind

The new smaller, slimmer Cissell Compact Dryer was designed to dolly through standard-size doors easily. There's no need to knock down walls.

It was designed to give you a small-size dryer with big-size quality . . . big dryer performance . . . that would be lower in initial cost, lower in operating cost, and increase the capacity of your coin-laundry without requiring additional floor space. Ten Cissell Compact Dryers take the same space as seven 36" x 30" Dryers . . . and allow more people to use your coin-laundry at the same time.

The new Cissell Gas-Fired Compact handles a full 25 pounds dry weight capacity . . . nearly 50%

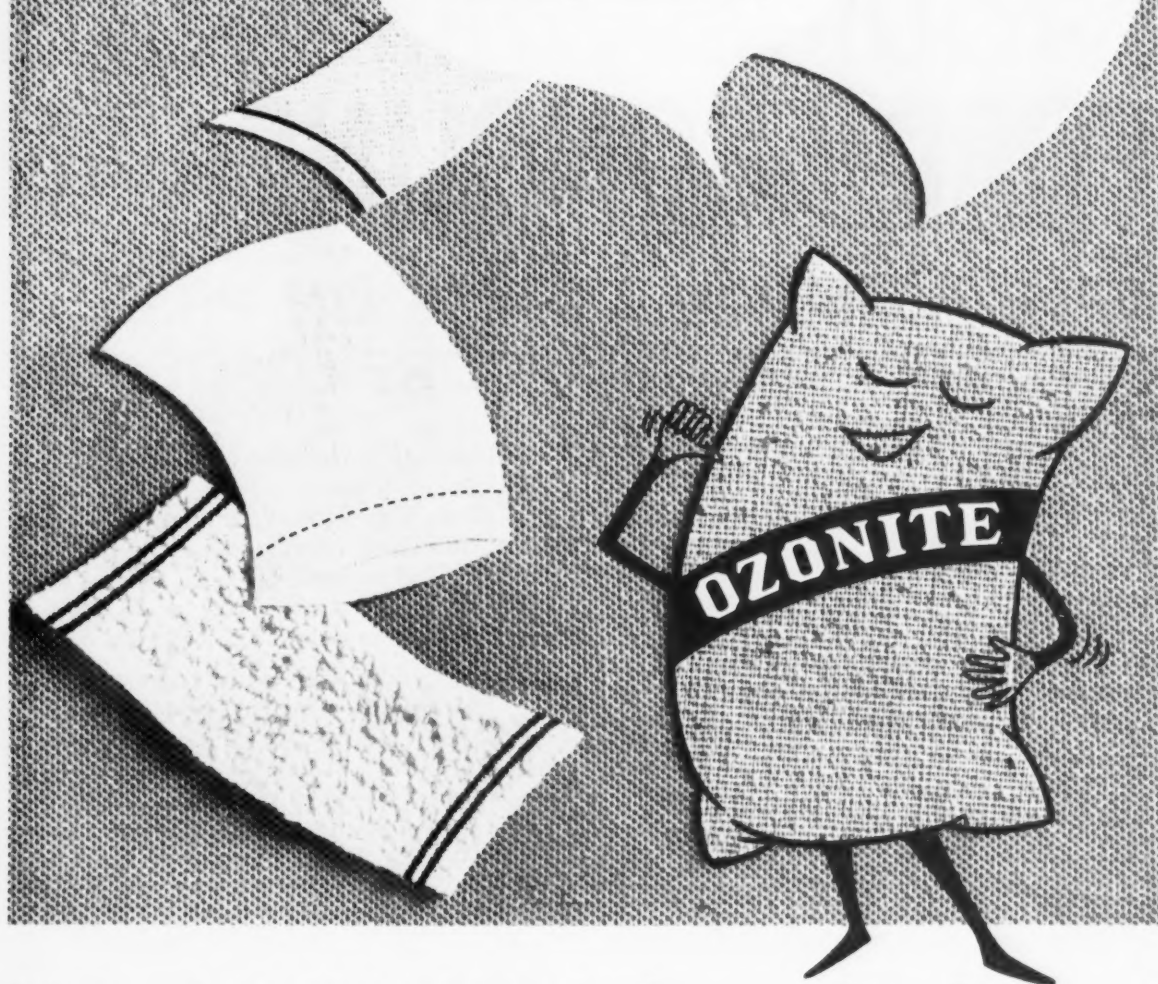
more than other small dryers. It has a deep 28" x 30" basket and full-width, wide-opening access door. It offers the same gentle, thorough drying performance as the large size Cissell Dryer. For more information on this small size dryer with big dryer performance, see your Cissell jobber soon.

CISSELL
W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

CONSULT YOUR JOBBER

My friends say
I'm a bagful of
washing efficiency!



It's true! **OZONITE** is the complete detergent
that gives you better results at lower cost!

Have you used Ozonite lately? If you haven't you're missing the best Ozonite ever built for washroom efficiency and economy!

Ozonite has been improved by advanced scientific research in the famous Procter & Gamble Laboratories. It's a ready-to-use balanced blend of high titer soap and alkaline builders made the special Ozonite way that works to perfection in your washroom equipment.

When you use Ozonite you can count on superior soil removal . . . white whites and bright colors. And you get all this with broad safety to fabrics. What's more, Ozonite is simple and easy to use . . . even inexperienced washmen get top results with it.

For more information on Ozonite and how it can help you increase your efficiency and profits, write to:



PROCTER & GAMBLE, Manager, Bulk Soap Department, P. O. Box 599, Cincinnati 1, Ohio

We cordially invite you to visit us at the N.I.D. Exhibit in Philadelphia. (Booths 856 and 857.)

THE LAUNDRY JOURNAL, January, 1961. Published monthly by the Magazine Publishing Division of The Reuben H. Donnelley Corp. Executive and Editorial Office: 466 Lexington Ave., New York 17, N. Y. Publication Office: 109 West Chestnut Street, Lancaster, Pa. Subscription rates: United States and Canada, \$4.00; Foreign, \$6.00 per year. Volume 68, No. 1. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.

Save on multi-stop routes with 1961 FORD ECONOLINE VAN

**SAVE AS MUCH AS \$433 ON PRICE*...
AND GET UP TO 39% MORE LOADSPACE**

You wouldn't know it from the way it looks, loads or hauls, but this revolutionary van is America's lowest-priced* van. It's actually priced \$308 below the other American cab-forward economy van and as much as \$433 below conventional $\frac{1}{2}$ -ton panels. But that's just the beginning! You get lively performance and proven gas economy with the popular Falcon Six. This modern engine goes 4,000 miles between oil changes; has an aluminized muffler which lasts up to three times longer than ordinary mufflers.

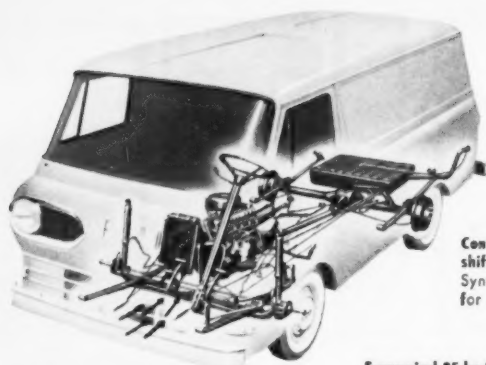
And you can save more because there's up to 39% more loadspace than in $\frac{1}{2}$ -ton panel models—a huge 204.4 cubic feet! The cargo floor is flat with no rear engine hump or steps. And advanced, functional design cuts dead weight . . . makes possible the tremendous

cargo area in a short 168.4-inch over-all length. The 90-inch wheelbase provides outstanding maneuverability for easy handling in congested traffic and quick parking. Large double doors, both rear and curbside, provide a loading width of 49.4 inches (47.8 inches in height) for excellent rear and curbside load accessibility.

And you can save on maintenance expense, too. The engine cover can be lifted quickly, exposing the entire engine for rapid service. Spark plugs, distributor, etc., are conveniently located to speed engine tune-ups. And many major repairs can be made without ever removing the engine. Single-unit van design gives a tight, sound, all-steel body that protects your loads in fine style. In addition all main underbody structural members are heavily zinc-coated to resist rust and corrosion.

*Based on a comparison of latest available manufacturers' suggested retail delivered prices





I-Beam front axle and long leaf springs provide a comfortable ride and reduce tire wear. Front tires can last up to twice as long, compared to tires on independent-type suspensions

Direct-acting, telescopic shock absorbers are standard front and rear for a softer ride

Convenient steering column shift lever controls 3-speed Synchro-Silent transmission for easy manual operation

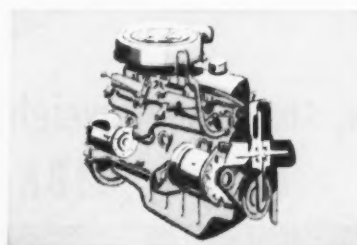
Economical 85-hp Six engine lowers operating costs on multi-stop routes. And its "up front" location means more efficient cooling for longer engine life

The smart, new **Falcon Sedan Delivery** is priced* as much as \$300 below conventional $\frac{1}{2}$ -ton panels. And you save with low "Falcon" operating costs in a vehicle that provides a big 76.2 cubic feet of loadspace. It's a real beauty for delivery service.



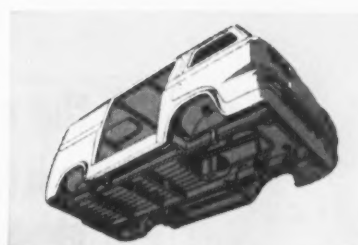
SAVE WITH LESS MAINTENANCE EXPENSE

Maximum engine accessibility cuts maintenance costs. The engine cover can be quickly lifted, exposing the engine for more rapid service. Even major repairs can be made without removing the engine.



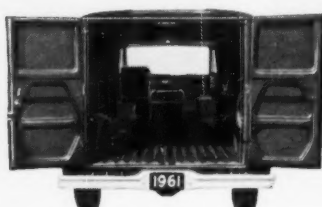
SAVE WITH FALCON SIX ECONOMY

You get proven economy and lively performance with this famous 85-hp Economy Six. And its up-front location means better engine cooling and better vehicle performance. 4,000 miles between oil changes.



SAVE WITH GALVANIZED PROTECTION

The Econoline Van is well protected against rust and corrosion for longer body life. All main underbody structural members are heavily zinc-coated to resist rust, for greater durability and less maintenance.



◀ **UP TO 39% MORE LOADSPACE** than in conventional $\frac{1}{2}$ -ton panels. Your cargo rides high, wide and handsome in the Econoline Van. The load area is over 54 inches high and 65 inches wide (over 4 feet between the wheelhousings). The length is 89.3 inches from rear of engine compartment to the rear door (106 inches from rear of seat and 143 inches from firewall). Total loadspace is a big 204.4 cubic feet!

BETTER MANEUVERABILITY with cab-forward design and short 90-inch wheelbase. The Econoline Van has the shortest turning diameter of any comparable vehicle! It's 13% shorter than other cab-forward economy vehicles and up to 18% shorter than conventional $\frac{1}{2}$ -ton panels! ▶



FORD TRUCKS COST LESS

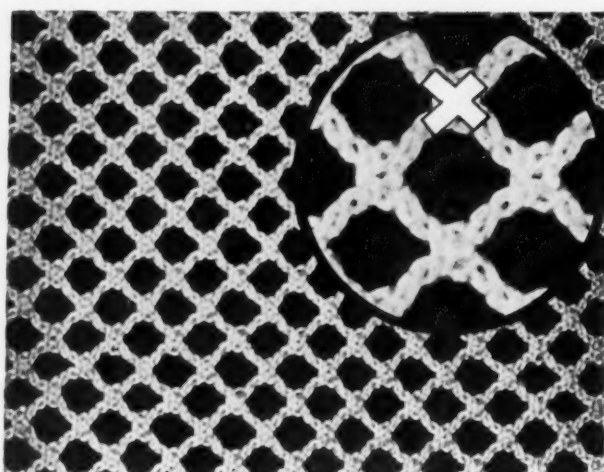
YOUR FORD DEALER'S "CERTIFIED ECONOMY BOOK" PROVES IT FOR SURE...

FORD DIVISION, *Ford Motor Company*.



GRANITE

the new, super heavyweight* nylon
knitted net . . . by GIBRALTAR



X marks the
strongest point on
the GRANITE NET . . .
the spot where most
nets wear out first!

*Guaranteed 7½ pounds
per dozen, 24"x36" size.

- Extremely heavy for long wear (7½ lbs. per doz., 24x36 size)
- Unique 5 bar construction. Lock knitted and reinforced; resists pin damage, does not snag buttons; ideal for easy, rapid pinning.
- Seams double-sewn; guaranteed not to open for life of net.
- "Gibraltarized" — Pre-Shrunk, for maximum retention of capacity and shape. 21" x 36" GRANITE has same capacity after washing as 24" x 36" of other nets.

- Available in white or 8 chrome-dyed colors; guaranteed never to fade or bleed.
- **FREE SAMPLE**—send request on your letterhead.

COLORS

WHITE, RED, BLUE, GOLD,
GREEN, BROWN, ORANGE,
VIOLET AND BLACK

SIZES

14"x20" 21"x36"
18"x30" 24"x36"
21"x33" 30"x40"

GIBRALTAR FABRICS, INC.

254 — 36TH STREET, BROOKLYN 32, N. Y.

GIBRALTAR'S PRODUCTS ARE SOLD THROUGH LEADING DISTRIBUTORS EVERYWHERE

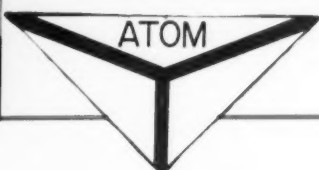
READER'S GUIDE

THE LAUNDRY JOURNAL VOL. 68, NO. 1 JANUARY, 1961

Founded in 1893 as Starchroom Laundry Journal



FINANCE: Robert Sheridan discusses the pros and cons of leasing equipment and compares the cost with several alternate methods of acquiring plant equipment. 30



SPECIAL: A statement from the Office of Civil Defense Mobilization suggests the role the laundry industry can play in a national emergency. Part I of a two-part article. 28

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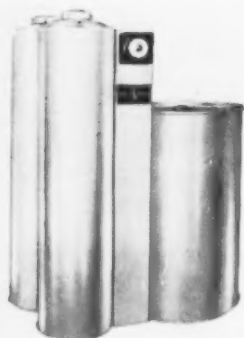


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NEW products and literature

For further information or literature write the manufacturer on your business letterhead, mentioning THE LAUNDRY JOURNAL.



WATER CONDITIONER

Miracle Water fully automatic water conditioning units utilize patented Fast-Flo 5 Cycle Valve and Electro-Selector controls. Flow rates claimed for a 40 g.p.i. pressure are 30-400 g.p.m. depending on unit capacity. Units come pre-plumbed, need only connection to inlet, outlet and drain lines.

Water Refining Company, Inc., 104 Manhattan St., Middletown, Ohio.



COIN-OP COMBINATION

New Laundrite® Big Boy washer-extractors in both cabinet and panel models, designed for coin-ops, feature increased extraction speeds, 25-pound dry weight capacity, automatic adjustable water level control. Install flush to the wall without special foundation.

Troy Laundry Machinery Division, East Moline, Ill.



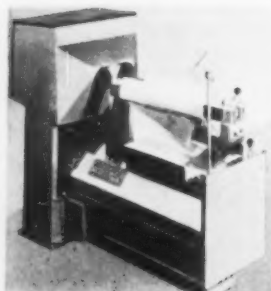
NEWEST COIN-OP CLEANER

Philco-Bendix will introduce a new coin-operated drycleaning machine early this year. Research work has been under way for eight years, the company reports, and prototype models have been developed during the past year.

GAS WATER HEATERS

The new line of Unihot automatic gas water heaters features fiber-glass insulation. Units may be added as needed or installed with separate storage tanks. Models U90 (shown) and U21 are said to have "extremely high recovery rates."

Unimac Company, 802 Miami Circle, N.E., Atlanta 5, Ga.



NEW SLEEVE PRESS

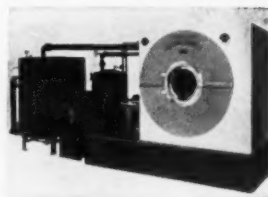
New Model HCS-2 Sleeveomatic is designed to use a minimum of floor space and to cut down employee fatigue. Sleeve expanders automatically tension the shirt with no separate foot operations. There is only one movable head and a fixed second head to reduce hose connections and moving parts.

Pantex Manufacturing Corp., Box 660, Pawtucket, R. I.

NEW CLEANING UNIT

Power-Ramic 55-pound dry weight capacity synthetic cleaning unit features wide selective range, electrically variable speed drive with correspondingly variable extraction speeds for synthetic, fragile and heavy garments. For single-bath, two-bath or batch system. Complete cycle automatically controlled.

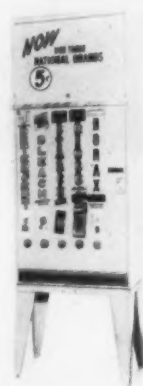
The Prosperity Company, Division of Ward Industries Corp., 701 Nichols Ave., Syracuse 1, N. Y.



VENDING MACHINES

Two new Packette Vending Machines are available for '61. Machines come in both five and seven columns with capacities of 200 and 280. Available in floor model as illustrated or in wall model.

C & C Manufacturers & Distributors, Inc., 1207 Hord St., Dallas 2, Tex.



HEAVY-DUTY SOFTENER

BD Models, Permutit Water Softeners, have been introduced in four basic sizes ranging from 300,000 to 1,380,000 grains capacity and from 40-100 g.p.m. output. In pre-packaged assemblies, the softeners include the exclusive Permutit Multiport® Valve and double-dish underdrain. Installation is simplified by absence of subfill.

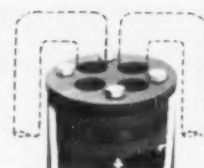
Permutit, 53 W. 43rd St., New York 36, N. Y.



DRAINAGE SEALS

Suds-O-Seal are placed in the 4-inch drainage standpipes in coin-ops to prevent floods caused by oversudsing or from a washer drain hose kicking out of place. The seal is placed in the pipe riser and the discharge hoses of up to four washers put in place. Tightening four bolts expands the seal and completes the job.

Suds-O-Seal Company, 1832 Suffolk Rd., Columbus 21, Ohio.



NEW EMULSIFIER

New Teglo liquid emulsifier has been developed for use on



Continued on page 69

A pair of dark-colored scissors is shown in the process of cutting through a large, rectangular block of ice. The scissors are positioned horizontally, with the blades inserted into the top of the ice block. The ice block is textured and appears to be melting or cracking from the pressure of the scissors. The background is plain white.

Water just a little bit warmer than this

rinses APACHE® or ARLAC® completely

— and cold-water rinsing is far from the only important advantage you get with these two CMC-promoted alkalies from Wyandotte.

Both provide high soil-suspension and whiteness-retention values with low tensile strength loss.

Both cost little to use. Either can be used in Wyandotte's one-shot formula.

Call your Wyandotte representative for a demonstration. We think you'll switch to one of

them, if you haven't already. *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California; and Atlanta, Georgia. Offices in principal cities.*



Wyandotte® Chemicals

J. B. FORD DIVISION

Specialists in laundry washing products

NOT



Tumblette

MODELS M3750 AND T3750
GAS DRYERS

by Cook



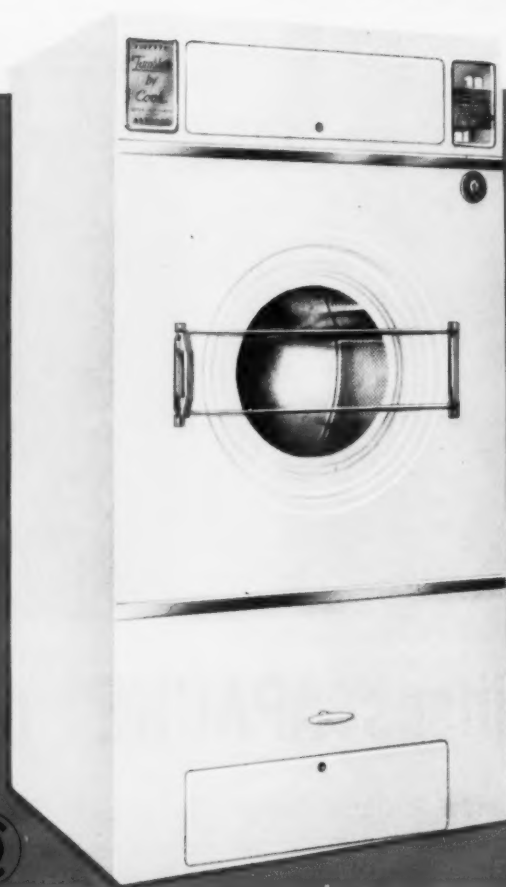
THIS DRYER HAS BEEN TESTED, INSPECTED, AND LISTED BY UNDERWRITERS' LABORATORIES, INC., AND CARRIES THE UNDERWRITERS' LABEL... BUILT UNDER STRICT QUALITY CONTROL THAT SETS A NEW HIGH STANDARD FOR THE INDUSTRY.

America's Finest... Self-clearing slug rejector meter . . . safety door . . . exclusive left or right door opening . . . gear driven power transmission . . . perforated steel lint cylinder . . . separate high-low temperature control . . . stainless steel (satin-brushed) or high gloss enamel finish.



For illustrated brochure and name of nearest distributor, write —

THESE CERTIFICATIONS AND/OR LISTINGS ARE FOR FUEL BURNING EQUIPMENT AS WELL AS ELECTRICAL



TESTED AND CERTIFIED BY CANADIAN GAS ASSOCIATION
CERTIFIED BY CSA TESTING LABORATORIES

COOK MACHINERY CO., INC.

WASHERS

EXTRACTORS

DRYERS

4301 S. Fitzhugh Ave.

Dallas 10, Texas, U.S.A.

Telephone HAmilton 1-2135



ONE *But* TWO!

COMA-CO. **THRIFTY FIFTY**

37 by 30 GAS DRYER
"D" SERIES

- ECONOMY PRICED
- HIGH PERFORMANCE
- TOP DRYING EFFICIENCY
- CRISP, CLEAN APPEARANCE
- QUIET, TROUBLE-FREE GEAR TRANSMISSION
- ONE YEAR WARRANTY
- KNOB TYPE METER OR 30/60 MINUTE TIMER



**FAST
DRYING**

•
**DEPENDABLE
PERFORMANCE**

GIVE YOUR CUSTOMER A SELECTION OF DRYERS!

With Tumblette and Comaco Thrifty Fifty you can offer the *right* dryer to fit every condition —
QUALITY — NEED — PRICE

It's no longer necessary to settle for less than a Cook-built dryer!



The issue in brief

Sales trends

The sales manager of a large home washer manufacturing firm estimates 8 percent of the equipment sold last year went into coin-operated laundries. (That's enough equipment to furnish nearly 11,000 establishments.) He anticipates a 1 to 2 percent increase in the line this year. Professional laundry sales are following seasonal trends.

This is Philly

Since the AIL-NID conventions and exhibit will be held here January 31 through February 5, LJ takes a broad look at the city as a market for all types of laundry services. You'll be interested in learning the trends here and comparing them with developments in your own city.

Equipment leasing

An expert in the field explains how leasing works. He also uses a case history of a Midwestern laundry to show how costs of leasing compare with other financial methods of acquiring equipment. Conclusion: It pays to investigate before you buy.

Civil defense

The laundry industry can play an important role in the event of a national emergency, says the Office of Civil and Defense Mobilization. Part One of a two-part story on the subject deals with protection of plant and personnel. Next month, LJ will delve into some of the aspects of radiological and bacteriological decontamination as it applies to laundries.

Truck trends

This month Henry Jennings takes a look at some up-and-coming developments in the truck field—including anti-smog devices, lifetime batteries and lightweight engines. Joseph McCabe does likewise for plant engineers in our Engineering Department.

LM's Institute

Lou Bellew covers the three-day Institutional Laundry Managers Institute at Los Angeles, and comes away with a bag of ideas for laundry managements. Also report on annual LCATA meeting at Hollywood Beach, Florida.

The big show

It's national convention time again and this issue contains a program of AIL business sessions and activities plus a layout of the exhibit hall and list of exhibitors. From all indications, this will be the largest show ever.

"POKISMS"

For Your 1961 New Years Resolutions

Resolution

Number

1. To read and study my trade papers faithfully for ideas that might help my business. This includes the ads.

2. To strive to improve the efficiency and reduce the turnover of my employees by better instruction and supervision, and by incentives and good relations.

3. To do a more thorough job of housekeeping—overhauling my plant, cleaning it up, repairing equipment, checking steam pressure, and insisting upon good housekeeping, tidiness, and good order throughout, always ready to show the public.



M. A. Pocock

4. To check the cost of operating each piece of equipment, with emphasis upon the flatwork ironer.

5. To resurvey my production methods and install new equipment that will improve, speed up, and reduce costs of operating.

6. To check on the advantages of full identification of sheets and spreads and adopt this method if my volume seems to warrant it.

I wish you a Prosperous New Year. If you adopt and carry out these Resolutions, I know you will have it.

M. A. (Poke) Pocock



Modernize for PROFIT With a SAGER

A West Coast Laundryowner Writes:

"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

A New England Laundryowner Writes:

"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

More Sheets— Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

Reduces Labor Turnover

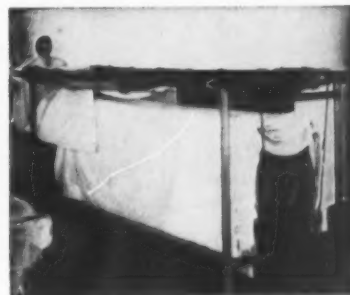
No more back-breaking lifting and nerve-racking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.

No Price Increase!

In spite of greatly increased manufacturing costs, the selling prices of SAGER SPREADERS have not been raised. The tremendous increase in SAGER sales volume has made this possible.

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



View of Sager B Spreader. Handles 1,200 to 3,000 sheets and spreads per day

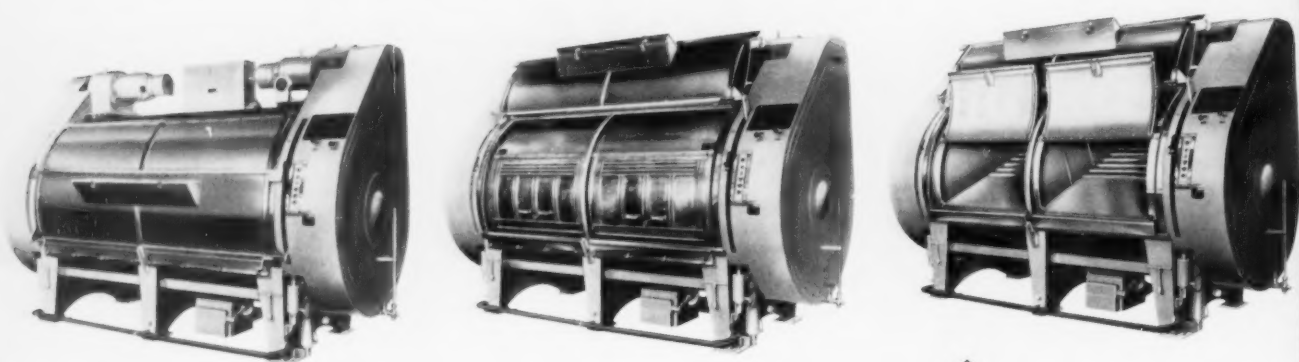
Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N. E.
Minneapolis 13, Minnesota

Firm _____
Street _____
City _____
State _____
Print your name _____

Load...after load...after load...American's Lo-Door Mammoth



↑
LO-
DOOR ↗

Any way you like to figure it—volume of work per load . . . or production per square foot . . . or investment per pound capacity . . . or cylinder capacity per linear foot of washroom gutter—the Lo-Door Mammoth Cascade Washer proves out every time to be your best big-volume buy.

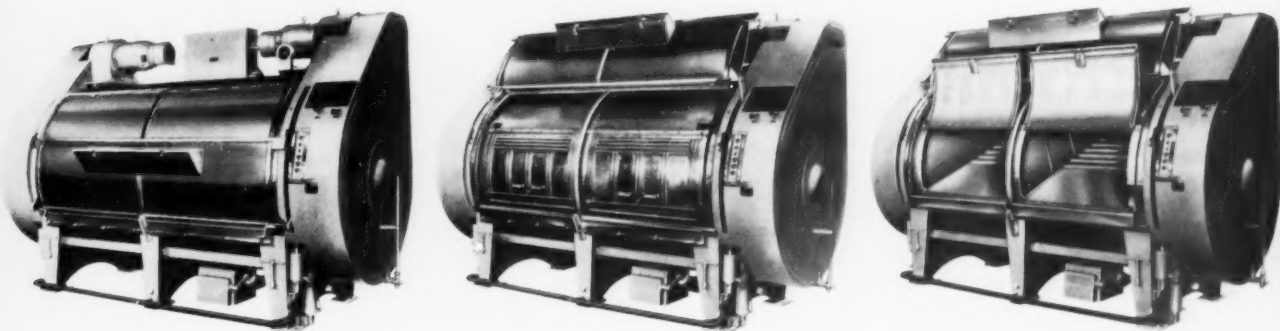
And think of the convenience! The low-set tub doors and sloping horizontal or "Y" partitions make unloading fast and easy, save labor, reduce strain on both operator and work. The tub door can even be air-operated if you like, for push-button operating ease.

You'll like the Lo-Door Mammoth Cascade because—load after load—it's the most productive big-volume washer you can buy! Two sizes; 60x96" (900 lbs.) or 60x126" (1200 lbs.), horizontal or Y-partition cylinder.

Call your nearby American representative for complete information, or write today for illustrated catalog AB 337-202.

HI- PRODUCTION ↓

Cascade is the most productive big-volume washer you can buy!



American 

You get more from American

The American Laundry Machinery Company, Cincinnati 12, Ohio



Here's to Art

Last month's tragic air disaster in New York City hit us right in the heart. Among the 135 who perished was our friend and colleague Arthur Schuelke.

His sudden violent death still leaves us stunned and unbelieving. Why take a man who had so much to give?

Here was a mild-mannered, talented, industrious man, an outstanding authority on drycleaning, who had a bright future before him. What's more important, he was one of those uncommon

persons who made fast friendships quickly with people from all walks and stations of life.

He responded warmly to those who showed him the slightest bit of kindness. Yet he had the knack of winning over those who had difficulty in making friends for themselves. He was sympathetic, and understood. Only the pompous and phonies really annoyed him and he had a low tolerance for pessimists.

Art knew his trade well. Before entering the publication field he earned his spurs in the industry and managed a cleaning plant in Oregon. Then for seven years he traveled the country, first as a salesman and later as district sales manager, with Emery Industries, Inc.

His rise with the Reuben H. Donnelley Corporation, Magazine Publishing Division, was meteoric. He had a natural flair for writing and always cheerfully shouldered more than his share of the load. He never missed a deadline.

Art assumed the editorship of *The National Cleaner* in July 1955. In 1957, he was promoted to senior editor of the textile maintenance papers (including *THE LAUNDRY JOURNAL* and *National Rug Cleaner*). In 1959 he was promoted to editorial director and in February of the following year to general manager of the textile papers, all the while continuing as editor of *The National Cleaner*.

He had an international reputation and was much sought after as a speaker. He addressed scores of industry groups throughout the United States and Canada, Australia and New Zealand. If his talks lacked something in projection, he more than made it up with his good sense, good humor and sincere interest in the welfare of the industry.

He was an up-and-coming leader in the Associated Business Publications, a member of National Sales Executives, the New York Sales Executives Club, Lions Club, Blue Lodge of Masons and Royal Arch Masons.

Chicago-born (September 20, 1914) he attended local public schools and Northwestern University and then did postgraduate work at Columbia University, New York City.

He is survived by his wife of 23 years, June; two daughters, Melissa and Barbara, Briarcliff Manor, New York; and his mother, Mrs. Amanda Groth of Chicago.

He also leaves behind hundreds who regarded him as a personal friend. We'll miss him.

THE STAFF

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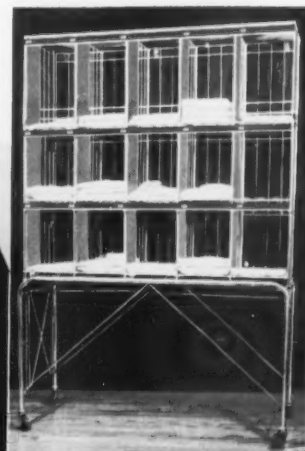
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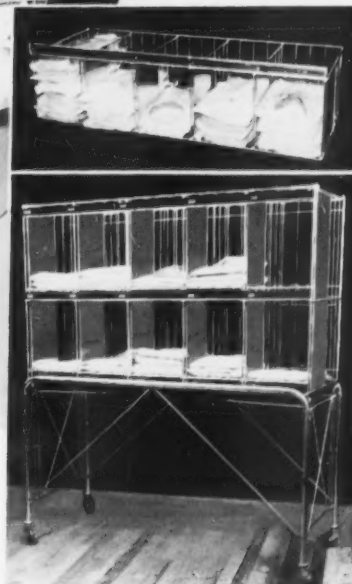
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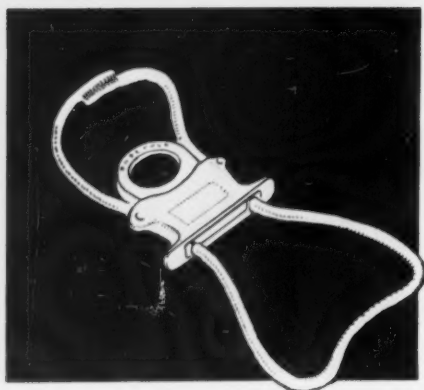
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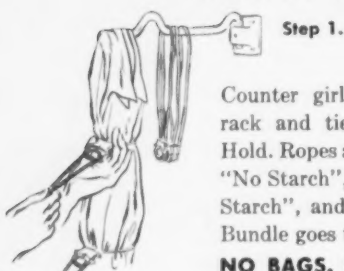
BOOTH 88

THE *Rope* **HOLD**

SHIRT SYSTEM

INCREASES PROFITS • IMPROVES QUALITY

THE SYSTEM:



Step 1.

Counter girl positions shirts on rack and ties them with RopeHold. Ropes are color coded red for "No Starch", yellow for "Medium Starch", and white for "Starch". Bundle goes to marker.

NO BAGS. SAVE TIME.



Step 3.

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QUALITY:

Cuffs and collars are the most difficult part of shirts to clean. Because one RopeHold is placed below the collar and the second RopeHold above the cuffs, both of these soiled portions are completely free to receive the full benefit of the wash formula and agitation.

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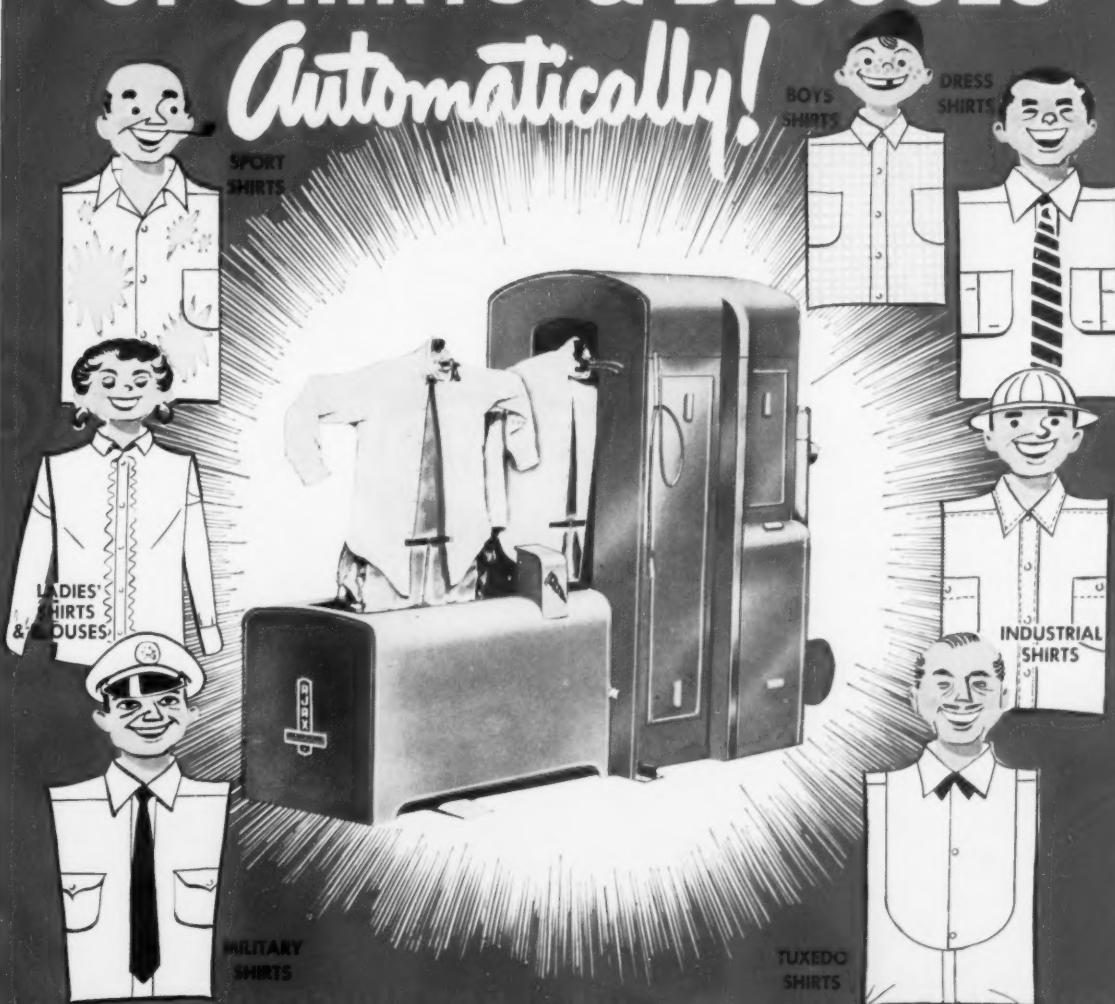
Starch—White rope
Medium Starch—Yellow rope
No Starch—Red rope

Lots are identified by colored RopeHold. Ten colors are available: white, red, blue, green, gold, violet, orange, brown, black, yellow. Numbers $\frac{1}{2}$ " high and permanently imprinted on RopeHold are available. Names, routes, departments, branches, etc., may be identified by suitable printing (maximum size $1\frac{1}{2}$ " x $\frac{1}{2}$ ").

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CHEVROLET **IFS** **"WALKS" WHEELS OVER**
FRONT INDEPENDENT SUSPENSION **TRUCK-BUSTING BUMPS!**

Chevrolet truck wheel action on rough road surface,
as depicted by 4 stage stop-action photography.

"WALKING WHEELS" KEEP CHEVY IN COST-SAVING SHAPE!

CHEVROLET **I.F.S.** FRONT INDEPENDENT SUSPENSION PROTECTS YOUR PROFITS THESE THREE WAYS:

1 *Rides down high maintenance costs.* When a bump looms up, Chevy's independently suspended front wheels "walk" right over it. Most road shocks and jolts never reach the chassis, cab or body. The truck rides *smoothly*, takes less of a beating, stays in cost-saving shape longer. Your income doesn't dribble away in big repair bills. And you don't lose money through excessive downtime, either.

2 *Rides cargoes over rough spots with less damage . . . minimum loss.* Thanks to those same "walking wheels," loads don't do much bouncing in the body of a '61 Chevy truck. That means you don't have to contend with undue cargo damage that eats away at your earnings. (Chevy's load-tailored rear suspension helps protect cargoes, too.) This sure protection for fragile loads—and profits—is standard in 1961 Chevrolet trucks of every weight class.

3 *Rides drivers through with less fatigue—for tighter schedules.* Wait till you see how Chevy front wheel action works to eliminate tiring shimmy and steering-wheel fight. It means that the man at the controls can stay there longer with less fatigue—stay on schedule and do a bigger day's work. (Another reason you can look for faster schedules is that Chevy's bump-beating wheel action allows faster safe speeds on rough roads.)

That gives you an idea of how Chevy Independent Front Suspension works to move you ahead in the money-making department. And it's available in 165 Chevrolet models for '61, from new Corvair 95's to 36,000-lb. GVW tandems. Check it out with a demonstration ride at your Chevrolet dealer's, sometime soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

INDEPENDENT FRONT SUSPENSION



In Chevy, each front wheel, suspended independently, is free to step cleanly over bumps (see left). Each works smoothly to reduce objectionable jolts so characteristic with I-beam axle design (right). Working with load-tailored rear suspensions in every weight class, I.F.S. provides the basis for profit-protecting performance that's unmatched by I-beam axle trucks.

I-BEAM AXLE DESIGN



1961 CHEVROLET STURDI-BILT TRUCKS





The fourth largest
city in the country is a \$65 million
market for laundry services

THIS IS

... THE CITY

PHILADELPHIA—the first capital of the United States—is the fourth largest city in the nation and ranks among the 15 biggest cities in the world.

It is steeped in early American history that dates back to 1682 when William Penn arrived to claim a grant of territory that covers what is now most of Pennsylvania and Delaware, to settle a debt of £16,000 owed his father by Charles II.

The City of Brotherly Love was the home of Benjamin Franklin and Betsy Ross and the birthplace of the first daily newspaper. It also has the Liberty Bell, the Main Line and scrapple. And it's one of the few places in the United States where they still play cricket.

Greater Philadelphia ranks as one of the world's great industrial centers. And by virtue of its industrial diversification, it has earned the label of "The Workshop of the World." Almost 90 percent of all types of manufacturing activity, as classified by the Federal Government, are represented here.

It ranks first in the nation in the total value of all textiles

produced. It's the number one oil refining center (fuel oil is used universally in its laundries), the number three steel production center, and it ranks among the top publishing centers of the country.

More recent expansion activity is in the electronics and guided missiles fields. But no major industry dominates its industrial economy.

The area is serviced by modern interconnected turnpikes and expressways, by a modern airport terminal, by three major trunkline railroads, and by the largest fresh-water port in the world.

Philadelphia is also a convention city with out-of-town visitors pumping \$40 million annually into the city's economy.

The LNA held its very first National Laundry convention here in 1884. The AIL held its last convention here in 1955. This year's show marks the industry's fourth return trip to this city.

Like many a fast-growing metropolis, Philadelphia has had its problems. Many of the downtown areas have been



Greater Philadelphia is composed of eight counties. While the suburban markets account for 80 percent of the market's buying income, Philadelphia's laundries derived only 20 percent of their revenue from these outlying areas.

PHILADELPHIA

blighted by slums and its narrow streets could not cope with heavy modern traffic. Civic pride suffered. And as one writer put it, "The people who owned the city, abandoned it."

Since World War II, well-planned programs of urban development and redevelopment are changing Greater Philadelphia's landscape to the betterment of the populace and business operation.

Throughout the Delaware Valley region there is physical evidence of the industrial, commercial and residential renaissance now in progress. Modern expressways are linking the area of 4½ million people into a closely knit metropolis. New shopping centers and industrial parks are mushrooming in many locations. Within the core city of Philadelphia many changes are also taking place. A new Food Distribution Center is in full operation, and the central city section is in the midst of a billion-dollar face lifting.

Only the past month, the City Planning Commission announced plans for an \$8.7 million redevelopment of a 66-acre area around St. Joseph's College High School.

... THE LAUNDRY MARKET

Philadelphia is a good market for all kinds of laundry services.

The most recent figures available reveal the city's 2,191,800 residents spend more than \$32 million annually with local power, self-service, hand and diaper laundries.

The annual per capita expenditure averages out to \$14.70 per year. Los Angeles and New York averages are higher (\$22.70 and \$18.43, respectively) but it compares favorably with the national per capita expenditure which was recently estimated at \$9.75. Detroit's average is \$9.45.

The above figures do not include coin-op sales nor laundry done by drycleaners. (One local authority estimates at least 300,000 shirts per week are done by other than professional laundry establishments.)

In addition to this retail laundry business, Philadelphia's 5,000 manufacturing firms and 40,000 business establishments spend another \$18 million a year for linen supply and industrial laundry services.

Hence, Philadelphia's annual laundry bill is in excess of \$50 million. And if you're talking about Greater Philadelphia it would be closer to \$65 million.

There's a big market here for laundry services but, as we shall see, it's not an easy one to crack. This may be one reason why this city has given the industry so many outstanding leaders. Some of the notable ones of recent years have been presidents of our national trade associations. Fred McBrien, Holland Laundry, was president of the AIL; Walter Duncan, Bornot's, was president of NID; Lawrence Kline, Kline's Coat, Apron and Towel Service, was president of the Linen Supply Association of America; Bernard Kessler, Stork Diaper Service, was president of the Diaper Service Institute of America, etc.

Philadelphia is the headquarters for the Diaper Service Industry Association and the Pennsylvania Laundryowners Association. It was the birthplace and is still considered by many to be the headquarters office of the National Association of the Institutional Laundry Managers. And *The NAILM News* does originate here.

It's the home of Gray & Rogers and C. Robert Gruver & Associates—two advertising agencies which are currently developing Public Relations programs to improve the image of the family laundry and diaper service industries.

And you'll find many of the top machinery and supply companies are well represented here. But let's take a closer look at the various segments of the industry to see how well they are faring here.

FAMILY LAUNDRIES

Number: While the Bureau of the Census tallies 137 power laundries here in 1958, this figure includes self-service plants using home-type washers which derive more than half of their receipts from attended service work.

If you exclude the latter and concentrate on plants using commercial equipment, flatwork ironers and trucks, then there are approximately 30 full-fledged professional laundries in Philadelphia proper. And another dozen or so in the Greater Metropolitan area excluding New Jersey and Delaware.

Sales: These plants together do a gross business estimated at approximately \$17 million per year. Dollar volume is

Continued on page 23

... ITS PEOPLE

The population of Greater Philadelphia was estimated to be nearly 4½ million in 1959. This represents a gain of 20 percent since 1950, or the equivalent of adding a city the size of Pittsburgh to the area. (During the 1940's the gain amounted to 15 percent.) This current rate of growth compares favorably with the estimated 17 percent increase for the nation as a whole during the decade of the '50's.

The largest growth during the past 10 years has been in lower Bucks County. With the aid of the large Levittown development, population grew 105 percent. The next largest growth was in Burlington County with a 43 percent gain.

Some 84 percent of Greater Philadelphia's population resides in the five Pennsylvania counties. And Philadelphia proper, which is a county in itself, accounted for 49 percent of the area's population in 1959.

Since 1950, the population in the central city of Philadelphia has increased 6.6 percent to approximately 2,200,000 persons—a modest increase but larger than for many other leading population centers. A good share of this growth can be attributed to natural causes. Over the past nine years, births have exceeded deaths by 47,900 annually.

The birth rate (6.1 per 1,000 population) is well below the national average but had been increasing steadily up until 1958. The business recession of 1957-58 put the damper on marriages. And the number of marriage licenses issued in 1958 was the lowest in many years.

According to the 1950 Census of Population there were 96 males for every 100 females in Greater Philadelphia. And nearly 65 percent of the population from the age of 14 and up were married.

The median age of the population in 1950 was 32.2 years. The largest group (38.4 percent) were in the 25 to 49-year bracket. Those under 9 years—today's teen-agers—represent 17.2 percent of the total population.

The average factory worker in Greater Philadelphia is

paid 2 percent more than the average worker in the nation. In 1958 he earned \$89.95 per week. At the same time men in six major types of office jobs here earned \$76.50 per week.

The number of households in Greater Philadelphia is now estimated at 1,265,000, up 24.3 percent from 1950. The average income per household was approximately \$7,000 in 1958, compared to a national average of \$6,000.

More recently, the Bureau of Labor Statistics concluded that a four-person urban family could afford a "modest but adequate" living in Philadelphia on \$5,898 a year. It would take \$6,567 in most expensive Chicago.

Of the total number of dwelling units in Greater Philadelphia, 77 percent are owner-occupied and 86 percent are one-family units.

Among major metropolitan areas, Philadelphia has ranked fifth in new home building over the past five years. During this period, four out of every five new homes were built in suburban areas reflecting the national trend away from the cities.

And they tend to do their buying in suburban shopping areas, too. Ten years ago there were only 21 places (exclusive of the major cities Philadelphia, Camden and Chester) in the eight-county area which could boast of retail sales in excess of \$10 million annually. Today, the number has doubled with the greatest gains made in Montgomery, Camden and Delaware Counties, in that order.

The predominant nationality groups in order of number are: English, German, Irish, Italian and Polish.

The religious make-up is 50 percent Protestant, 35 percent Catholic, 15 percent Jewish and 5 percent all others. Philadelphia is considered the Citadel of Quakerism. And the leadership here is Quaker or Episcopalian.

Politically, Philadelphia was dominated by a Republican machine for 80 years. It's only since the war that it has been taken over by a Democratic reform movement.

THE LAUNDRY PICTURE

Philadelphia Alone

Greater Philadelphia

	Plants	Receipts (\$1,000)	Employees	Plants	Receipts (\$1,000)	Employees
Power Laundries	262	28,644	5,429	426	36,892	7,063
Linen Supply	30	11,091	820	39	11,794	907
Industrial	18	6,915	777	21	8,092	901
Diaper	6	2,144	238	13	2,628	301
Hand Laundries	200	1,442	217	246	1,916	285
Totals	516	50,236	7,481	745	61,322	9,457

—1958 Bureau of the Census

These figures do not include coin-operated installations, laundry done by drycleaners. Nor do all have laundry facilities on the premises.

The laundry market . . .

Family Laundries, continued

holding steady, but physical volume has gone down as prices have gone up.

According to AIL's Operating Cost Percentage Report for 1959 (based on information supplied by 21 plants) Philadelphia laundries showed an average profit of 2.42 percent before taxes. Nationally, the average profit for 1959 was 2.98 percent.

Trends: To maintain their volume, almost all the plants have added drycleaning and box storage sidelines. And about half a dozen of the larger, more aggressive ones have put on more routes.

The problem here lies in finding good route salesmen and getting the most out of them in the five days the trucks are on the road. Since 1948, only commercial trucks serving hotels and hospitals are permitted on the road on Saturdays. As a result, a number of plants are on a week-to-week pickup-and-delivery schedule.

AIL's most recent Operating Cost Percentage Report covering 1959 shows Delivery Salaries and Commissions in Philadelphia as the highest in the nation—running 19.18 percent of sales compared to a national average expenditure of 10.61 percent.

Route salesmen on family routes get \$15 plus 15 percent commission (and other fringe benefits) with a minimum guarantee of \$50 per week. A man with a \$400 family route would earn \$75. A study by the U. S. Department of Labor shows that during the month of April 1960, laundry and drycleaning route salesmen in the Philadelphia area averaged \$94 per week.

There has been no mad rush to establish cash-and-carry drive-ins or chains of store outlets. Call it conservatism or chalk it up to the fact that the union specifies: "Discounts may not be advertised at stores." (You can have them, but you can't publicize them.)

In any event, the cost percentage report shows Store Salaries and Expenses in Philadelphia average 1.68 percent of sales as compared to 1.13 percent for New York City and 9.20 percent in Atlanta.

As elsewhere in the country, the total number of plants in the area is diminishing and those remaining have grown larger. So that approximately the same amount of business is being done each year by fewer professional establishments.

Testifying before the State minimum wage board in Pittsburgh last year, Chantry Davis, executive secretary of the Pennsylvania Laundryowners Association and the Laundry Board of Trade of Philadelphia, reported this trend in the industry:

"Since 1941, some 57 professional laundries in the Philadelphia area have closed their doors affecting the livelihood of 2,825 productive employees. The industry is now operating 32 plants with 2,672 productive employees."

There hasn't been a new family plant built in Philadelphia during the last 25 years, and approximately two-thirds of the total have passed from the scene.

There hasn't been much of a drift into the commercial

field or rug cleaning and few plants are inclined to go across the state line into nearby New Jersey and Delaware.

"What the family laundry needs," says one authority, "is another compatible service like drycleaning to keep the industry growing."

Last year Holland Laundry tried selling shirts to its customers and decided to stay in this business for good. Others are following suit.

One of the largest rug cleaning plants in the area is operated by Bornot's, Inc., an outstanding drycleaning plant that also does a large volume of shirts through route and branch outlets.

Pricing: One of the things which has hampered family laundry volume growth is the local pricing practice.

Before World War II, most of the plants were selling service on both a pound and piece basis. During the war, when it became necessary to drop some customers, the plants started a novel piece-price system.

The so-called "Philadelphia piece-price plan" works like this: The Press Finish service is sold at a set number of pieces for x cents—equally divided large and small; plus y cents for each additional piece and a slightly lower rate for each extra-large piece. Then, in addition, each piece of outside wearing apparel, including shirts, was priced at z cents extra.

There is another base rate figure for larger bundles but the same scale applies for extras.

This plan had the desired effect of trimming volume, since customers tended to hold back their small pieces. This was fine during the war, but since then the industry has had a tough time selling the customers on the idea of sending in their entire laundry bundle.

Generally speaking, the plants that have adjusted their prices upward are the ones that are still in business.

Advertising: Philadelphia laundries spent 1.18 percent of sales on Advertising and Promotion in 1959, while elsewhere in Pennsylvania their fellow laundrymen spent 2.33 percent during the same period.

The problem here, as in other large metropolitan areas, is that the mass-circulation media—newspaper, radio, TV—are too expensive and cover too much of the area not served by individual plants.

Some have tried these media but most are inclined to favor local "shoppers' guides," direct mail and route contests.

Within the past five years laundryowners here and in New York and New Jersey attempted to set up a cooperative Public Relations program which received nationwide publicity as "The Betty Best Program." In a sense it was the forerunner of the current "female image" campaign and the cooperative-action groups like the one now operating in Columbia, South Carolina. Except that in the Betty Best program there were three or four girls representing the entire group and no emphasis was placed on the home-counselor-for-each-plant idea.

The Betty Best program started with a bang with TV, radio and all sorts of public appearances, but each succeeding year brought modifications as plantowners found it difficult to sustain the financial requirements.

At the present time, four plants in Philadelphia and 14 others in New York and New Jersey are using the services

The laundry market . . .

Family Laundries, continued

of Betty Best in addressing women's clubs and home economic classes in high schools and universities. At this time, the Betty Best girls are booked for 140 talks and spring bookings are coming in heavy. The girls now identify themselves as personal representatives of the individual plant and pass out gift certificates for free shirt launderings at women's clubs. Some of the participating plants are getting a 35 percent response.

Labor: Laundry employees are represented by two unions. The teamsters represent about 1,200 route salesmen in the Greater Philadelphia area. And the inside workers' union has about 5,000 office and production employees.

Last month management concluded a three-year contract with the inside workers' union which increased the \$1.04 minimum to \$1.09 (except for beginners) and promised a 5-cent across-the-board increase after 18 months. Other contract provisions include a three-week vacation after 15 years service and an employee pension plan.

The inside employees currently work 40 hours a week with time-and-a-half provisions for overtime.

U. S. Department of Labor figures for April 1960 reveal that laundry and drycleaning workers in this area earned an average of \$1.31 an hour. Earnings for men averaged \$1.61 and for women \$1.22.

Legislation: At this writing, the Bureau of Women and Children of the Pennsylvania Department of Labor and Industry is surveying the laundry and cleaning industry in preparation for the appointment of a new wage board to establish a new minimum wage for the state. The present minimum is 80 cents.

Last year, the state (or more accurately, "Commonwealth") put a 4 percent sales tax on laundry and dry-cleaning service.

In the meantime, laundryowners are waiting to see how the proposed Federal Wage and Hour bill works out. Many leaders here see rising costs and the squeeze on profits as the number one bugaboo. And they feel they've gone just about as far as they can with cost reduction programs. Retention of the laundry exemption would suit them fine. But even if the law is only extended to include those plants doing a million dollars a year, it will still have the same effect as raising the minimum. This would bring about a half dozen Philadelphia plants under the Wage and Hour law and the rest would be obliged to raise their wages to compete in the labor market.

Worth seeing: There are many fine laundry managements in the Philadelphia area but here are some that come quickest to mind:

Holland Laundry, now operating Tremont and St. Mary's Laundries, has an excellent cost and quality control system. Plantowners: Fred McBrien and sons.

OPERATING COST PERCENTAGES — 1959 — FAMILY LAUNDRIES

	NATIONAL	PA. EXCL. PHILA.	PHILA.	N. Y. C.	CHICAGO
NO. PLANTS	636	21	21	15	15
Production Labor—Laundry	31.34	33.99	34.89	30.90	28.14
Production Supplies—Laundry	9.14	9.45	7.57	7.11	9.46
Production Labor—Drycleaning	28.32	26.50	31.22	36.30	30.84
Production Supplies—Drycleaning	8.85	8.34	8.11	10.31	8.16
Production Labor—Total	31.02	32.98	31.11	32.68	29.38
Production Supplies—Total	9.15	8.94	8.06	7.71	9.00
Total Direct Power Costs	4.86	5.75	4.69	4.40	5.21
Total Building Overhead	2.49	2.18	1.55	2.31	3.03
Total Machinery Overhead	4.90	5.15	3.30	3.90	4.04
Total Indirect Overhead	7.19	7.33	8.67	8.90	6.20
Total Sales & Distribution	22.62	21.88	24.79	28.22	21.40
Total Office & Administration	12.17	9.90	13.10	11.90	10.55
Total Operating Costs	96.90	96.28	97.58	99.30	94.81
Non-Allocated Costs	(.12)	(.39)	.00	.10	.01
Total Profit (Before Taxes)	2.98	3.33	2.42	.80	5.20

Raymond Kroll of Tribune is considered the "Barney Baruch" of the industry here and does a remarkable job on reclaiming lost customers.

Forrest and Haverford Laundries both use IBM machines for billings. John Miller is boss at the former and Sol Reivich at the latter.

Modern Laundry, John Campbell's plant, works with Betty Best and has recently added a house counselor to its staff.

Quaker City concentrates on stores; Suburban does some interesting advertising and promotion, etc.

COIN-OPERATED LAUNDRIES

There are approximately 250 coin-ops in Philadelphia proper and another 125 in its contiguous counties. But no more than a dozen of these are owned by professional launderers (Quaker City and Tribune Laundry each has one).

Practically all of these outlets are the same size, containing 20 and upward to 30 washers. A larger installation is a rarity in these parts. All together these coin-ops probably gross in the neighborhood of \$100,000 per year.

There is a difference of opinion as to whether or not these plants have hurt family laundry business. But it seems safe to guess that the route-operating plants have been least affected. And as indicated previously, family volume has held fairly steady over the years.

BOSTON	D. C.	ATLANTA
31	9	16
34.78		29.00
7.51		
33.94		23.50
8.63		
34.60	27.07	25.30
7.60	8.67	10.05
4.87	3.59	3.15
2.65	2.40	3.30
4.89	4.90	7.20
7.82	7.94	7.30
23.00	30.51	26.50
13.17	10.74	9.60
98.23	95.45	97.55
.44	.00	(.05)
2.21	4.55	2.40

Source: American Institute of Laundering

The number of new openings has slowed down considerably in recent months. Both present owners and prospective owners seem to be watching to see how the coin-op drycleaning idea will develop before taking further action. Many are interested in adding this service if only to get the advantage on competition.

The only drycleaning coin-op plant in the area to date is owned by a professional laundry—Webb's of Wilmington, Delaware, which opened about six weeks ago.

Earlier this year Philadelphia's City Council Committee of Municipal Development and Zoning studied a regulatory bill requiring attendants and limiting hours of operation of self-service laundries. But nothing has come of the bill as yet.

Self-service operators here are organized under the banner of the Coin-Op Laundry Association of Philadelphia. The group's leader is John T. Curtain, a lawyer and a coin-op owner himself.

INSTITUTIONAL LAUNDRIES

According to Heywood M. Wiley, first president of NAILM and now chairman of its Educational Bureau, there are 127 nonprofit institutions with laundries in metropolitan Philadelphia.

Of the city's 48 hospitals only five have their laundry done commercially. Some industrial firms, ice cream plants and dairies operate their own laundries, and there seems to be a trend toward including them in the newer suburban schools.

Conversely, almost all of Philadelphia's hotels use outside laundries. Only two or three of the largest operate their own facilities. And one of these does the work for three others in its chain.

Hospital trends: The Veterans Medical Center and the Lankenau Hospital are the most recent additions to the institutional roster. But, generally speaking, the trend has been towards expanding the older facilities rather than building new ones.

As a case in point, St. Christopher's Hospital for Children received \$987,546 grant for an expansion program which includes adding 158 beds.

Such expansions have, in many instances, required the expansion and/or modernization of the laundry department and its equipment. As a result many of these laundries are in better shape now than they were 10 years ago. (The central plant idea hasn't aroused much interest here as it has in Scranton.)

LM's status: The above changes have also led to the vastly improved status of the institutional laundry manager. He has gained recognition as a vital member of the staff and his increased salary reflects this recognition. Where his annual pay was around \$2,100 in the 30's, he now brings home between \$5,200 and \$8,000.

He is also more conscious than ever of the need for greater self-improvement. He has banded together with his fellows in the Institutional Laundry Managers Association of Philadelphia. This is an active group of some 40 members who meet at alternate institutions every third Thursday afternoon of the month to discuss their common problems and learn from each other.

Continued on page 26

THE LAUNDRY MARKET IN FIVE LARGEST U. S. CITIES

Greater

New York
Los Angeles
Chicago
Philadelphia
Detroit

Power laundries

1,954
1,429
945
426
235

Receipts (\$1,000)

\$97,196
47,891
73,470
36,892
15,488

Industrial laundries

68
40
24
21
23

Receipts (\$1,000)

\$16,055
16,668
—
8,092
11,381

The laundry market . . .

Institutional Laundries, continued

One of the most recent group accomplishments was the adoption of a plan for the certification of laundry managers. This plan is outlined elsewhere in this article.

Philadelphia LM's to celebrate Silver Anniversary, February 4

A buffet supper and dance will mark the twenty-fifth anniversary of the Institutional Laundry Managers Association of Philadelphia and Vicinity.

The affair will take place at the Benjamin Franklin Hotel Saturday evening, February 4, from 6:30 until midnight.

Joseph Martin of Methodist Hospital is the group's president. Tickets are available from the members.

Labor markets: Since there are at least 13 employees in every hospital laundry, the number of institutional laundry workers in Philadelphia probably numbers between 1,000 and 1500.

The labor market is still a little difficult because wage scales vary widely from as little as \$100 per month to a dollar an hour. Only a few of the larger hospitals have been the target for union organization, to date.

What's new: Many of the institutional laundries are trying to standardize and reduce inventory. Plasticized mattress covers and water-repellent pillowcases are coming into use. And some standard items are serving double purposes; e.g., hand towels are being used as tray covers.

Thermal blankets and washer-extractors are gaining acceptance, and plants are dyeing their own linens.

Are LM's here staph-conscious? "More so than people would imagine," says Mr. Wiley, "but you don't hear about it because hospitals are reluctant to discuss it."

Worth seeing: Aside from the two brand-new hospitals already mentioned, here are some of the other institutions worth visiting in Philadelphia:

Misericordia Hospital—Peter Brus is considered one of the outstanding, practical laundry managers in the area.

Temple University Hospital—Edward Piper is an excellent man for records and figures.

Jefferson Hospital—Mrs. Bertha Marshall is another good manager, and the hospital is located right in the middle of the city.

The Philadelphia Plan

THE PLAN to certify qualified institutional laundry managers began in Philadelphia a year ago. Since then 13 members of the Philadelphia Association of Institutional Laundry Managers have been examined and awarded certificates proclaiming them to be "Professional Laundry Managers."

Although the certification plan has aroused considerable interest among other associations throughout the country, an organized program for examining and certifying laundry managers is thus far limited to the Philadelphia area.

The local group eventually plans to submit details of its program for approval of state authorities in Pennsylvania, with the hope that future selections of laundry managers for state-operated institutions will be made on the basis of certification. It is believed that the status of the institutional laundry manager can be elevated to the level of other nonprofessionals who are licensed by the state after an examination.

The idea behind certification is not a new one for the Philadelphia association, having first been proposed in 1936 and again in 1942. Nothing much came of the plan until a hard-working committee was appointed about a year ago to carry the project through to fruition.

Since it was necessary to have several men certified as

RENTAL LAUNDRIES

There's some overlapping of linen supply into the industrial laundering, so it's sometimes difficult to determine where one leaves off and the other begins.

Linen supply: The 1958 Census of Business counts 30 linen supply plants in Philadelphia with 820 employees and receipts totaling over \$11 million a year. That's a per-plant average of \$369,600.

The figures for the Greater Philadelphia area include 9 additional plants, 81 employees and about \$700,000 revenue. Not all of these have their own laundering facilities.

Some of the best known linen supply plants here include:

Kline's Coat, Apron and Towel Service, a 40-year-old firm with other companies in Harrisburg, Maryland and Florida, employing some 660 people in all.

Pennsylvania Coat, Apron and Towel Supply Co., a block-square, highly conveyorized plant operated by Mor-

Linen supply	Receipts (\$1,000)	Diaper service	Receipts (\$1,000)	Hand laundries	Receipts (\$1,000)	Total receipts (\$1,000)
188	\$56,270	20	\$8,443	2,750	\$37,614	\$215,578
70	24,114	15	1,361	331	5,166	95,200
61	—	8	—	461	4,949	78,419
39	11,794	13	2,628	246	1,916	61,322
29	16,035	10	1,193	252	1,796	45,893

for Certifying LM's

professional laundry managers in order to examine others, the original committee questioned each other exhaustively on laundry procedures until each was satisfied that the others could qualify. Of these, an examining committee of four persons set up procedures to test applicants for certificates.

In order to eliminate unqualified people, an applicant for the exam must first file a two-page form with the committee detailing his personal and professional background. An inspection of the applicant's laundry is made by the examining committee to study the condition of the equipment, distribution of employees and housekeeping.

If the applicant is then judged qualified for examination, an appointment is made for him to appear before the examining committee at which time he is questioned for several hours on all phases of laundry management. Among the areas covered are washroom procedures, chemistry, production, records, maintenance, textiles and human relations.

Specifically, the examination covers nine areas of evaluation and each category is graded from one through ten. "Job knowledge" is considered so important that it carries eight times more weight than any of the other categories. Thus, a grade of 8 in job evaluation is equal to 64, while

a grade of 8 in any other category on this test is merely 8.

Job knowledge covers laundry methods, materials and practices; proper cleaning agents for different textiles; ability to operate and instruct new employees on standard laundry equipment; experience in planning and supervising, and record keeping, etc. The applicant is also graded on voice and speech; appearance; alertness; ability to present ideas; poise and manner, self-confidence; friendliness; interest.

A textbook is now being prepared by the members of the examining committee which will help to prepare certification candidates for such examinations. The books will be furnished to applicants prior to examination in order to help them prepare for the test. It is expected to take about two years to complete the book.

Presentation of certificates to those who have successfully passed the examination is made at regular monthly meetings of the Philadelphia group. The only fee charged is two dollars to cover the cost of the certificate and framing.

It is believed by leaders in the institutional laundry manager field that this plan is a sound approach to the problem of recognition for a position requiring highly specialized knowledge, as well as other general capabilities.

ris Goldberg, who also has another company in Atlantic City.

The Gordon Davis Linen Supply Company, operated by the Gitlow family; Crown Coat, Apron and Towel, etc.

In October of this past year, five Philadelphia plants and five out-of-state firms were charged with trying to monopolize the linen supply industry in Pennsylvania, southern New Jersey and Delaware. Heavy personal and plant fines were issued. And the Philadelphia Association of Linen Suppliers has since been disbanded.

Industrial: The 1958 Census of Business lists 18 industrial laundries operating in Philadelphia with 777 employees and receipts totaling nearly \$7 million annually. Average receipts per plant amount to \$384,100.

The Greater Philadelphia figures turn up three additional industrial laundries, 124 more employees and an extra \$1 million in receipts.

Diaper: Philadelphia's six diaper firms take in just over \$2 million a year operating with 238 employees. The per-plant average is \$357,300 a year.

The seven other plants in the Greater Philadelphia area account for only a half million dollars and 63 more employees.

Jack Shiffert is the executive vice-president of the Diaper Service Industry Association which has its headquarters in this city.

This smallest of all segments of the professional laundry industry was the first one to undertake a motivational research study (with Gray & Rogers) to determine how its services might be made more attractive to prospective customers.

* * *

In the City of Brotherly Love, all segments of the laundry industry seem to enjoy cordial relationships and they speak well of each other. □□

EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF CIVIL AND DEFENSE MOBILIZATION
BATTLE CREEK, MICHIGAN

WHAT IS THE

Mr. Henry Mozdzer
Editor
The Laundry Journal
466 Lexington Avenue
New York 17, New York

Dear Mr. Mozdzer:

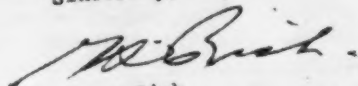
The problems involved in the laundering of contaminated clothing postattack are not greatly different from those encountered in peacetime. Postattack laundering of clothing contaminated with chemical, biological and/or radiological warfare agents or fallout is performed with the same basic aim in mind as in normal laundering, that is, to remove the material in or on the clothing that is foreign to it. Such removal is accomplished by standard methods, such as, the use of copious amounts of hot water and soap or detergent, and airing or drying.

Aside from the problems that will be posed by the general postattack living conditions in the area, there are two special problems attendant to this type of laundering to which consideration should be given; (1) the possible exposure of operating personnel to the contaminants involved; and (2) the control of the waste products generated. In the first, it may be necessary, for instance, for operating personnel to wear protective clothing and respiratory protection, whereas in the second problem, the waste water may need to be held in shielded storage tanks or containers until the particular hazard diminishes enough for its release.

It may be said that the main difference between peacetime radiological laundry problems and those expected to be encountered postattack, is in degree only; that is to say, it is expected that large areas will be heavily contaminated by radioactive fallout, and/or chemical and biological agents, and that clothing to be laundered will, in general, be much more highly contaminated.

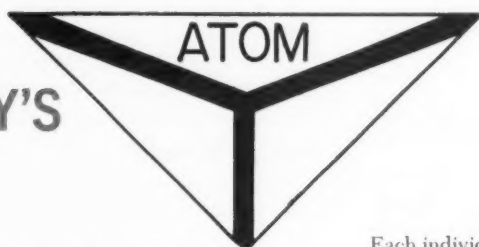
We believe that in order for the laundry industry to be the most helpful in times of National emergency, that each laundry should contact its local Civil Defense Director and offer to become a part of his organization. In this way, that laundry will be able to receive instruction and training as to its most useful postattack role in the community. In addition, it will become eligible to receive certain chemical, biological and radiological protective and detecting equipment for use in its assigned functions.

Sincerely,



G. D. Rich
Deputy Assistant Director for
Chemical, Biological and
Radiological Defense

INDUSTRY'S ROLE IN CIVIL DEFENSE?



PART I. Preliminary plans for survival

The following excerpts are from the Office of Civil and Defense Mobilization's general pamphlet "10 Steps to Industrial Survival," published April 1960

RECOVERY of the United States following a nuclear attack could depend in large measure on how thoroughly American industry has prepared to survive an attack and resume production.

Here are some of the important steps that management should take to protect personnel, plants, and equipment from enemy attack—and to assure industrial survival and continuity of production following attack.

ORGANIZE FOR SELF-HELP

Self-help in industry is the organizing and training of small groups within a plant for performing specialized services necessary to safeguard the building and its occupants in time of disaster.

The plant Civil Defense Coordinator and the employee-management civil defense advisory committee should write an emergency operations plan which includes:

- The nature and responsibility of each plant protective service, a list of team leaders and members, and an outline of "who" does "what" in a disaster.
- A list of available emergency equipment and a list of needed equipment.
- Drawings showing plant floor plans, shelter locations, and evacuation routes.
- A description of warning and emergency communications procedures.

The normal plant protective groups and their emergency forces should be enrolled as auxiliaries to the appropriate departments of local government.

Employees should be urged to prepare themselves and their families for self-help at home. The National Plan states that each person and family must be prepared to meet individual survival requirements for 2 weeks following an attack without dependence on outside assistance.

Each individual and family should learn:

1. Warning signals and what they mean.
2. The community plan for emergency action.
3. Protection from radioactive fallout. (Every home should have a fallout shelter.)
4. First aid and home emergency preparedness.
5. Use of CONELRAD—640 or 1240 on the radio dial—for official information and direction.

PLAN FOR EVACUATION

Evacuation in case of enemy attack includes movement of employees out of plants and buildings to safer areas outside the city.

The organized, timed, and supervised movement of employees requires careful planning. The plant Civil Defense Coordinator should designate at least one person to be responsible for evacuation planning. Plant evacuation plans must be coordinated with those of local government. The plans should include a priority of departure for operating and maintenance personnel so that plant shutdown can be orderly, and production be resumed as quickly as possible.

There *never* will be definite assurance of a specific amount of warning time. Plant evacuation must be prompt if local authorities decide there is enough time for evacuation.

PROVIDE SHELTERS FOR EMPLOYEES

In event of a nuclear attack on this country, fallout shelters offer the best single nonmilitary defense measure for the protection of the greatest number of our people.

The National Plan for Civil Defense and Defense Mobilization states: "If time and conditions do not permit evacuation (on receipt of warning), full advantage will be taken of existing shelter, and fallout protection will be improvised."

As an immediate, temporary measure, areas should be designated on the plant premises where employees may be protected from radioactive fallout.

Development of a full-fledged plant shelter program may involve improving the shielding afforded by existing plant buildings, the construction of special dual-purpose shelters, or a combination of both methods. Also, employees should be provided with civil defense shelter publications and urged to prepare a home shelter.

PLAN FOR CONTINUITY OF MANAGEMENT

For each key position, replacements should be designated in order of succession. Corporate by-laws should be amended to provide authorization for establishment of per-

Continued on page 50

HOW LEASING WORKS

A company wishing to lease equipment contacts a leasing firm and submits an application describing itself, its financial position, and naming the equipment it wishes to obtain. The company selects the supplier it wishes and arranges whatever price it can negotiate.

If the company qualifies, the process of delivering the equipment starts the day the papers are signed. Lease payments start when the equipment has been delivered.

LENGTH OF TERMS

Leasing is long-term. Normally it ranges from three to ten years, depending on the company and the size of the lease. Most leases fall between three and five years. Payments can be either equal monthly payments or tailored to any preference of the user and adjusted to any accounting system. Renewal options are available for one or more years.

COST

The cost is the original price of the equipment, plus a small leasing charge. The entire cost is paid in the original leasing term. Renewal options are standard and are available at very low cost.

TYPES OF EQUIPMENT

All types of equipment can be leased under a single master lease and covered by a single monthly lease payment.

PURCHASE OPTIONS

Purchase options are available, but not recommended. The reason is that purchase options can be interpreted by the Internal Revenue Department as converting a leasing agreement into a conditional sales contract. The effect of such an interpretation is to cost the user the benefit of deducting his full leasing charges as an operating expense.

How does leasing equipment compare in cost with purchasing?

THE QUESTIONS most businessmen ask about leasing are mainly these: (1) Does it actually work, and (2) how does it compare in cost with other methods of acquiring equipment?

The answers to these questions are well illustrated by the situation of a medium-sized Midwestern laundry that recently leased equipment worth approximately \$30,000.

This firm was in a position to obtain this \$30,000 of equipment in any way it chose. It could purchase for cash, it could obtain an installment bank loan to finance the equipment purchase, it could buy through conditional sales contract, or it could lease the equipment. Why it chose leasing is, of course, the point of this story.

On a comparison of the real costs involved, leasing offered this firm the greatest potential profit. This may not be true for all laundries, but it is certainly true for many.

Leasing vs. cash purchase

This is a soundly run firm with sufficient liquid capital on hand to take \$30,000 out of its working funds to buy this amount of equipment outright. The company is also a profitable one with its sales volume expanding yearly. Its rate of profit on working capital before taxes is 31 percent. This is slightly over the industry average of 29 percent over the past five years. This is why this company was anxious to keep its working capital intact, so as to be able to earn the greatest potential profit. Actually, which-

by **ROBERT SHERIDAN**

President, Nationwide Leasing Company
Chicago, Illinois

ever method yielded the company the greatest net profit would be most desirable.

Terms for cash purchase were cash, net 30 days; depreciation method used by the firm is sum-of-the-digits. The lease plan covered a 10-year period, which is the average of the estimated useful life of the different pieces of equipment. It was broken into a three-year original lease term and seven one-year renewals. In the three-year original lease term the company paid the original price of the equipment (\$30,000) plus a small leasing charge. The seven one-year renewals were at the rate of 5 percent of the original purchase price, or \$1,500 a year.

The company's accountant then undertook an analysis to determine whether the greater total cash outlay under the lease plan (over the 10-year period) was offset by the profits earned on the working capital left free to work in the business.

Starting point of the analysis was the larger cash flow generated by the working capital retained in the business because of leasing. In the first year this amounted (in round numbers) to about \$21,000. This cash excess recurred in smaller amounts in succeeding years and in the later years of the lease was replaced with a cash deficit.

Projecting these figures over the 10-year period, the

company calculated the net profits it would earn by putting to work the additional working capital made available to it through leasing. The company also calculated the cumulative net profits earned on the cash excess and the after-tax retained net profits (which were added to the cash excess). Basis for the calculation was the company's average net profit on *working capital*, using the average of the previous five years. As mentioned above, this was 31 percent before taxes, or about 15 percent after taxes.

The outcome was that by leasing the equipment, instead of purchasing it for cash, the company would find itself about \$15,000 ahead in cumulative net profits after taxes at the end of the 10-year period of the lease. This is 50 percent of the original price of the equipment.

There is nothing mysterious in this, even though at first glance it seems fantastic that, after paying for equipment for 10 years, the firm could wind up with cash equal to half the original cost of the equipment. Nor is this the result of mathematical sleight-of-hand.

It reflects a simple fact: When a company (any company) takes \$30,000 (or any sum) out of its working capital and freezes it in equipment, the company gives up exactly the amount of profit the frozen capital would earn if used in the business. In a firm where working capital can earn profits at a favorable rate this can come to a hefty sum over a 10-year period.

All this is a simple, practical demonstration of a long-known principle of economics: Profits are earned by the use of assets, not the ownership of them.

Leasing vs. installment purchase

Now cash purchase is not as common among medium and smaller companies as among larger ones. More usual is purchase on conditional sales contract. This was also open to our client. Terms were fairly typical: 25 percent down payment with three years to pay the balance, with a financing rate of 6 percent per year on the original \$22,500 balance.

The same kind of financial projection was made as in considering cash purchase vs. leasing. Conclusion: If the equipment were leased, at the end of the 10-year period the company would be approximately \$9,500 ahead in greater cumulative net profits than if it bought the equipment on conditional sales contract. This \$9,500 represents 31 percent of the original price of the equipment.

To repeat, the "magic" lies in the way leasing permits working capital to stay in the business and earn profits.

Leasing vs. bank-financed purchase

Banks are essential to all businesses, but in making equipment loans, banks almost never lend 100 percent of the value of the equipment. At best, a bank will lend only 75 percent of the value of the equipment—assuming that the equipment is a common variety of salable machinery. Banks do not like to lend money on special equipment which has only a limited resale market, whereas leasing companies will lease any type of tailor-made equipment.

Also, banks cast a jaundiced eye on applications for long-term (more than one-year) loans to acquire equipment. Only a small portion of a firm's borrowing from its

banks can consist of long-term equipment loans. Finally, businessmen who believe that the rate on a 36-month chattel mortgage on equipment is the same rate as a 90-day note have not been active in the money market.

This aside, our client was in a position to obtain bank financing for his equipment purchase, covering 75 percent of the value of the equipment; 25 percent had to come out of his working capital. Finance rate was 5 percent of the original balance for three years. Using the same calculations made above, the company found that at the end of 10 years it would be about \$8,500 ahead in greater cumulative net profits after taxes, if it leased the equipment instead of buying through bank financing. This was 28 percent of the original cost of the equipment.

Leasing—pro and con

In addition to this single benefit of lower net cost through leasing, this company obtained other benefits, which are inherent in any leasing transaction:

1. The company's short-term credit position was not impaired by leasing. Only the lease payments for the current year are shown on the balance sheet as a liability, with the remainder footnoted. This is the proper accounting procedure.

2. The cost of the equipment will actually be paid out of earnings made during its use.

3. The leasing charges are legitimately deductible as operating expenses.

However, it should be said at this point that equipment leasing is not the cure-all remedy for ailments of business. There is one major factor cited as the main disadvantage of leasing: At the end of the lease term a company does not own the equipment.

This is a fact. Whether it is a disadvantage, however, depends on actual cases. We have just seen one case where *not owning* was an advantage. This is because the company earned more profits through not owning than by owning its equipment.

Not owning the equipment at the end of the lease term is a disadvantage only under one possibility: if the used equipment at the end of the lease is worth more than the additional profits earned as a result of leasing. This is a simple test and one which can generally be calculated without too much difficulty. Normally, because of the rate of obsolescence this is not the case.

There are three types of companies which will *not* find leasing advantageous:

1. The company which has all the working capital it needs, and which does not require any newer equipment.

2. Companies which earn less than 10 percent on working capital, *before taxes*, should not lease. Incidentally, this is not 10 percent on total investment. This is 10 percent on working capital *before taxes*, or less than 4.8 percent on working capital *after taxes*. It doesn't pay for such a company to pay a leasing company for use of outside capital.

3. Finally, marginal companies shouldn't lease. No leasing company will lease equipment to any company if the value of the equipment is greater than (at most) 50 percent of the company's net worth. This is a rule of thumb, but fairly accurate.

Within these limits, leasing has blossomed all over the map, and for many companies leasing has provided a golden opportunity to spurt ahead in sales and profits. □□

THE button trap

NEW TWIST: Offering free washes at coin-laundry openings is standard practice. But out in Arnett, Oklahoma, The Holiday Laundry offered Free Dry's to every tenth person visiting the new plant.

DRY WIT: A department store in Burlington, Colorado, recently ran an advertisement headlined—"Towels for the whole damp family."

TRADEMARK: In Dayton, Ohio, the \$3,000 estate of a laundry marker, who died without leaving a will, was finally settled when the heirs produced a 50-year-old handkerchief on which the deceased had carefully listed all his kin.

SEMI-FINISH: A London laundry cheerfully complied with the special request which one of its customers pinned to a bundle. It read—"Please don't beat on rocks!"

TIPSY GYPSY: Out in Monterey, California, police arrived at a coin-op just in time to stop a nude customer from climbing into one of the driers. Her explanation—she wanted a bath but didn't want to get wet.

FORESIGHT: An inmate of the Covington, Kentucky, jail carefully noted the comings and goings of the night watchman at the laundry across the street, then robbed it when he got out. He's back in the same jail again restudying the situation.

WASHOUT: In Fresno, a woman sued for injuries received when the door of a coin-washer burst open and the sudden gush of water knocked her to the floor.

DIRTY DEAL: Some of the gambling casinos in Las Vegas employ women who do nothing but wash plastic playing cards.

ENGINEERING

Tips for plant engineers

Here are some ideas which may simplify your maintenance problems

by JOSEPH C. McCABE

THIS MONTH—to get the new year off to a good start—we'd like to pass along these ideas which impressed us with the possibility of making the plant engineer's life a little easier.

Vibrating pipes

Troublesome effects of pipeline vibration, or faulty alignment of pipes and fittings, or even the expansion or contraction problems a cold pump presents can be greatly reduced with a line of pump connectors we saw recently. These connectors are of corrugated, flexible metal tubing, covered with a wire mesh "hose." The rugged construction makes these connectors hold up under trying plant conditions. These units are furnished with treaded or flanged ends to fit all standard piping sizes from 1/4-inch up to the top laundry piping sizes. . . .

Smoky boilers

On cold mornings when the power boiler is started up you frequently see smoking troubles. The incoming oil and air are just about ready for combustion when they hit the cold insides of the furnace. Combustion stops and smoke starts. Our attention was called to a device put out by a fuel economizer maker which takes a step to prevent this. In fact, this device is in operation throughout the boiler's operating day and its manufacturers claim it can reduce fuel-oil costs as much as 25 percent and cut down smoke by 90 percent. What this device does is to introduce an envelope of preheated

air (up to 875° F.) around the incoming oil-burner flame. It provides the ideal atmosphere for rapid development of a flame. . . .

For better lighting

For everyday shop operation a good portable light is a must. We saw one recently that has been built to eliminate the inconveniences and, yes, the hazards of tangled, nonretractable wiring. In use this lamp's cord can be extended and locked at any point in its 20-foot length. The light itself swivels in any direction and carries a pistol grip for easy handling. . . .

B.t.u. meter

This device we saw recently has been put into the hot water line providing the building heat. Its sole purpose is to help in fixing charges for heating to the different branches or departments served by the boiler room. At the moment, however, the device is new enough to command a very respectable price and would not be the sort of thing you'd use for any rough-and-ready checks. . . .

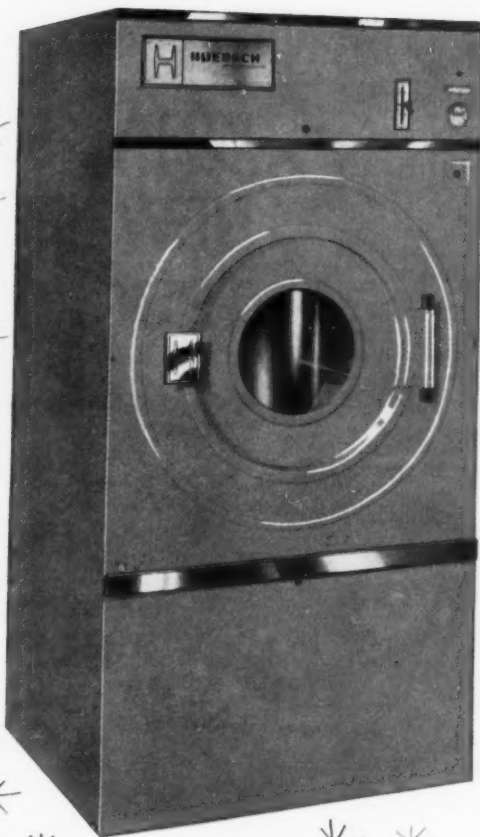
Flooded coils

We read somewhere recently about a rather ingenious idea that a plant chief engineer had put into operation to get around a rough maintenance headache—flooded coils. At the plant two heating coils were using 90 p.s.i.

Continued on page 50

250,000 TUMBLERS— EXPERIENCE

THAT SPELLS INDUSTRY LEADERSHIP



Huebsch invented the open-end tumbler dryer and has produced more tumblers than all other manufacturers put together

A winning thoroughbred isn't born in a day. That's why the deep-down quality inherent in every Huebsch tumbler is hard to duplicate. Quality is bred into every Huebsch unit through more than 50 years of intensive research, careful engineering and prideful workmanship.

You get "full value" with Huebsch tumblers in reliability, performance, maintenance, and beauty. Huebsch tumblers are easy to install, economical to operate, and assembled with great attention to detail. No one, but no one, can match the outstanding *originator* features developed by Huebsch.

Make sure the company you do business with today is one that will be in business tomorrow. Buy a tried and true product. Buy Huebsch tumblers with confidence.

SEE THE **250,000th** HUEBSCH TUMBLER

AT THE N.I.D. EXHIBIT IN PHILADELPHIA

FEB. 1-5, BOOTH NOS. 369-372 AND 419-422

HUEBSCH ORIGINATORS

MILWAUKEE 1, WISCONSIN

FIRST IN TUMBLERS...FIRST IN FEATURES

AS A NEW YEAR begins, it is interesting to examine the examples of what appears to be progress in truck fleet operation. In attempting an evaluation, there is need for considerable caution. Some of the things that at first appear desirable simply do not pay off when the chips are down. Adding gadgets increases the mechanical complexity, which means greater purchase price and high-cost maintenance. If the fleet operator cannot get his money and some back he has little use for additional cost along the line.

Antismog devices

The exception to this line of thinking is the antismog device. It is sure to come because it will have the backing of public opinion or regulation or both. Thus it does not make much difference what truck operators think about it. Trucks burn a relatively small percentage of the liquid fuel burned in metropolitan centers where the smog problem exist, but the movement is on and it will not be stopped.

Eliminating unburned hydrocarbons that cause the smog is a difficult problem. The fuel mixture going into the engine varies as much as 100 percent

between cruising and acceleration, and the volume of fuel varies even more widely.

There are two ways of attacking the problem. One is by providing a chemical catalyst and conditions that make the exhaust more readily burnable. The other is by changing the mixture by physical means.

A great deal of work has been done with aluminum pellets but this substance seems to lack promise, either because it exhausts its potential too rapidly or because it was ineffective at the rate it was called upon to act. At present development work is being done with vanadium pentoxide. Which of the chemicals will finally get the nod only time will tell, but none of them seems to be right around the corner.

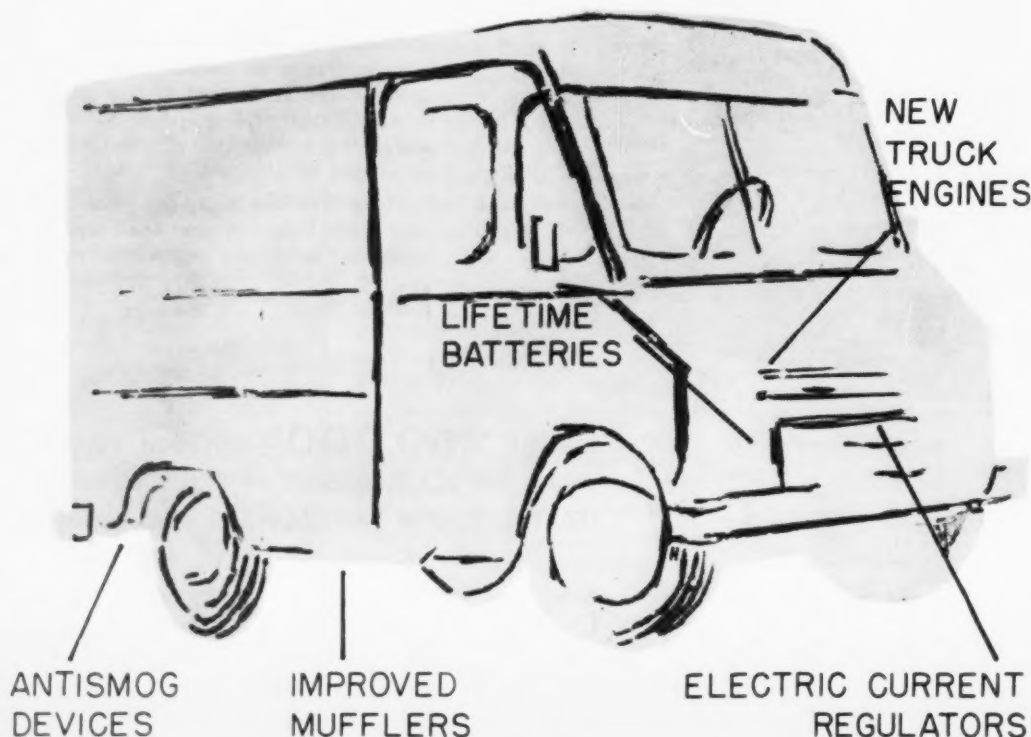
If physical means are used, an air pump is indicated. Things like this cost money and it is necessary to find a place to put them. A drive and regulation of the air begin to make the exhaust a pretty complicated thing. If our informants are correct, there are no satisfactory devices immediately available but the pressure will not diminish and they will eventually be a part of the automotive vehicle.

Improved mufflers

In the meantime, other parts of the exhaust system are improving in a material way. Mufflers are being made to last about twice as long as they have been. This is done in three ways. One is to coat the muffler with ceramic, another is to coat it with an aluminum wash, and the third is to fabricate the muffler from an alloy steel that has a higher corrosion resistance to the acids that form in the muffler. There is not much difference in appearance but the results are there. Since the long-life mufflers have found their way into the compact

WHAT'S NEW IN TRUCKS

by HENRY JENNINGS



cars, they should be on all vehicles before very long.

Development work on longer-life mufflers has been going on over 10 years. It was simply a matter of working out satisfactory production methods and getting the cost down.

Lifetime batteries

The electrical system of the truck is one of the most troublesome items from a maintenance standpoint. This makes it fair game for radical development. So far as the fleet operator is concerned, the battery is one of the most critical parts of this troublesome area. Thus it has been the subject of a great deal of phony advertising and a perennial subject of speculation.

This lifetime battery (a battery that will last the life of the truck) has been advertised more or less continuously for many years. In most cases the battery offered was really an inferior battery of the lead-acid type and, to put it mildly, the advertising erred on the optimistic side. Even some of our large department store chains got fouled up with this chicanery.

Oddly enough, it is easily possible to build a lifetime battery and they are being built right now, but not for automotive purposes. It is not the lead-acid battery with which most of us are familiar. While this has been improved immensely, it is still a long way from a lifetime battery.

The battery that will really last as long as the vehicle is one with cadmium and nickel plates and nylon separators. Some 10 years ago one company did a great deal of development work on this type of battery and announced to the business press that it was going to market such a battery. If it did, this observer was never able to catch up with one for sale. Another company produced many of these batteries for military and commercial aircraft. And an automotive firm once had them listed in its parts book for \$125 for the type used by route trucks.

And therein lies the trouble—that old devil cost. In spite of the advantages no one was interested at the price. The advantages: Besides long life, the battery was unaffected by temperature, it did no harm to have it discharge—it accepted repeated re-

chargings without damage. Barring accidental damage, no one knew just how long it would last.

Can the cost be brought down? This appears doubtful. Nickel is a very expensive material. Cadmium is more expensive than either lead or zinc and it could easily become much more expensive. It is a mineral that is never found in sufficient quantities to be mined for itself. It is a by-product of zinc. Thus if the demand for zinc were to diminish and the demand for cadmium were to increase, the cost of cadmium could skyrocket.

In the meantime the lead-acid battery has improved greatly. Part of this improvement is the better control of the method of charging the battery or replacing the energy that has been drawn from it. Current regulators in combination with shunt-wound generators are old stuff now, having been used for about 20 years. However, this controlled charging prevented the serious overcharging which was damaging to the battery. It sulfated the plates and evaporated the electrolyte, frequently leaving the battery dry.

Electric current regulators

With overcharging a thing of the past, undercharging became the next problem. And as fate would have it, driving conditions, especially for route trucks, changed in a manner that would lead to more undercharging, which sooner or latter means a dead battery. To answer this challenge the *a. c. alternator* came into being and was offered as a replacement for the *d. c. generator*.

More electrical accessories, creating a larger load on the battery, and denser traffic, causing more slow driving and idling, put a strain on the battery that could only store the energy put into it by the generator. The generator did no charging at idling and very little until the vehicle was up to road speed. The alternator has a very low cut-in speed and will actually charge a battery at engine idle. Thus the alternator keeps the battery in its most efficient state even in multistop driving.

The idea of an *a. c. alternator* is not new. They have been available for about 10 years but at considerable

premium and field installation. The break-through is the fact that they are standard equipment on 1961 compact cars. This means that the cost is down to where they will be standard equipment on all vehicles within a short time. This will be a real improvement.

This follows the usual pattern. No real improvement just jumps into place in an automotive vehicle. It must go step by step, and none of them gets there without touching all the bases. The cycle goes like this:

- Someone learns that an improvement can be made.
- Someone learns how to do it.
- Someone learns how to do it at a cost that is economically sound.

Right now there is an electrical unit that is somewhat between step one and step two. For want of a better name it is called a *spark pump*. Its purpose is to replace the distributor and the induction coil. The unit is a small transistorized device that changes mechanical motion into electrical impulses in much the same manner as a phonograph changes motion into sound. It is now being used on small engines like those used on lawn mowers and small pumps.

The spark pump is said to provide a more constant value of current to the spark plugs, and it appears to be almost maintenance-free.

Induction coils are no problem to the maintenance man but most shop men would throw their hats in the air if they could get rid of distributors. It looks as if they are going to. This department saw the forerunner of this development almost 15 years ago. It was as large as a bread basket and it used electronic tubes because transistors had not yet been developed.

New truck engines

Right now engines are on the threshold of radical changes. Primarily, this is the result of the development of new materials. In this case new aluminum alloys have come into being which make it possible for the engine designer to replace the ferrous metals with the lighter aluminum for the basic engine structure. In order to use aluminum a whole new foundry technology is necessary. A vast amount of work is going forward on the fabri-

Continued on page 38

Launderama's GET

Launderama BEATS ALL COMPETITION!

This outstanding **20-lb.** multi-loader earns maximum revenue per square foot because it handles more than twice as much clothes as the average coin-operated washer. Innumerable case histories prove that only ten Launderamas can do more than twice the work of twenty 9-lb. washers.

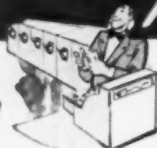
Launderama OFFERS INVESTMENT SECURITY!

Every engineering detail of the Launderama's extra-sturdy industrial-type construction is based on years of experience and testing. This unrivaled multi-loader has been designed to meet the rugged 24-hour-a-day demands of the most active locations . . . giving perpetual peak performance at minimum operating costs *at all times*.

Launderama features 3-Way Satisfaction

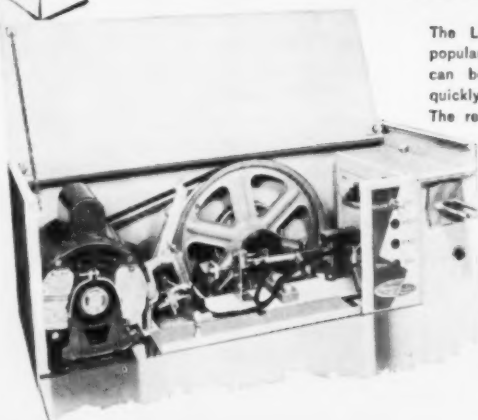
Operator Satisfaction

The superiority of the Launderama was quickly recognized by established operators. These men, who thoroughly know the requirements of the coin-op laundry field, used 60% of the first 1000 Launderamas produced to replace the usual "domestic" type machines in some of the nation's busiest locations. Furthermore, operators can charge as low as **25¢** per machine-load and still earn a greater net profit. Launderama is also available for operation with dial control or Temco-Matic Central Control System.



Serviceman Satisfaction

The Launderama is tremendously popular with servicemen because it can be serviced so easily and quickly without pulling away from the bulkhead. The revolutionary "Monitor Top," which contains the drive motor, timer, water level control, drain valve, spin solenoid, water fill valve and all switches, is located at the top of the machine thus eliminating any stooping, squatting or twisting when servicing.



got it... IT!

Launderama

IS REALISTICALLY PRICED
AS LOW AS

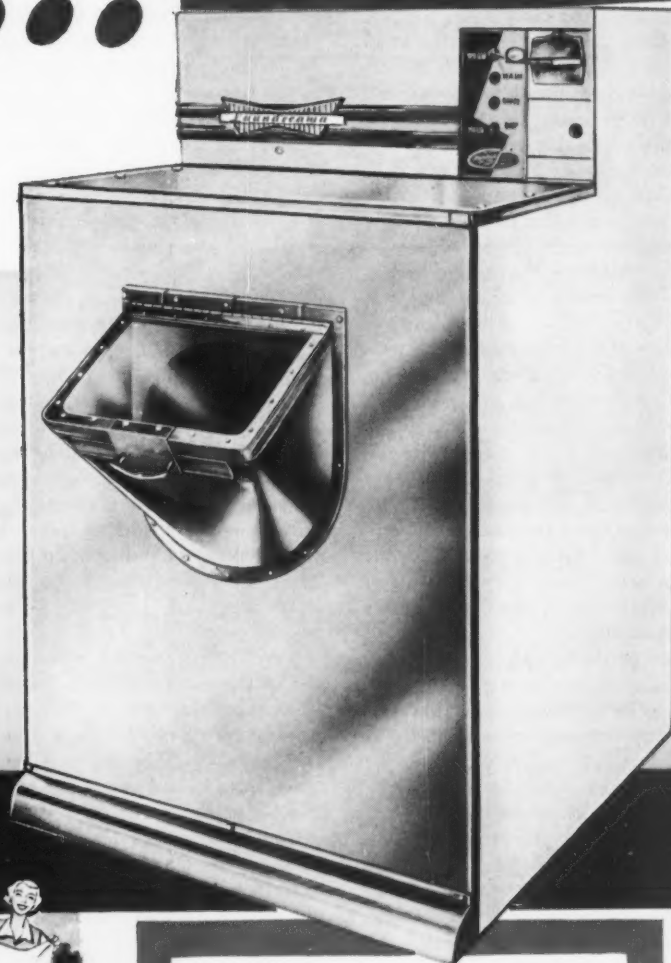
\$499

F.O.B.

The Launderama is priced lower than all other similar 25-pounders on the market, some of which are not even spin-type washers... and approximately the same as 10 or 15 lb. porcelain domestic-type washers... and no more than two conventional 9-pounders (approximately).

Launderama INCREASES EARNING POTENTIAL!

The Launderama requires 50% less maintenance and uses 30% less utilities than most home "commercial" type washers. This tremendous saving plus the Launderama's huge capacity in a compact cabinet design increases the earning potential of a location by as much as 85%.



Customer Satisfaction

Customers praise Launderamas for the excellent job they do. Clothes are brighter and cleaner due to Launderama's exclusive "agi-tumble" washing action—the most thorough and safest washing process ever developed. And the Launderama's 430 r.p.m. spin speed produces the lowest water retention of any multi-loader in the industry.



The Launderama is now manufactured by Temco Industrial, a division of Ling-Temco Electronics, Inc.—internationally known for its research, development and manufacturing of missiles, space vehicles, aircraft and electronic devices as well as commercial products.

Production is being accelerated sufficiently to ship all back orders and keep pace with the tremendous current demand.

SEE THE NEW LAUNDERAMA
at the N.I.D.—A.I.L. Exhibit
BOOTH No. A 1

Manufactured by

TEMCO INDUSTRIAL

Exclusively for

ZEOLUX CORP.

261 Madison Avenue, New York 16, New York

*A division of Ling-Temco Electronics, Inc.

WHAT'S NEW IN TRUCKS? *continued from page 35*

cation of aluminum engines and at the moment no less than six aluminum engines are being built.

These engines range from the small air-cooled engine for compact cars to the heavy-duty diesel for cranes and trucks. Here again, this latter engine was announced 10 years ago but difficulties retarded progress and it is just getting into serious production.

It now begins to look as if the new material will replace steel as an engine material for the piston engine. If the gas turbine develops and gets into production, that power-plant will be made of steel because of the temperature problems. In the meantime, the use of aluminum will grow at a rapid rate.

Unfortunately, the new material does not behave like the carbon steels in the foundry, and a whole lot has to be learned about die casting and permanent mold casting. As an example of the new problems that take time to solve, let's look at one company's aluminum engine.

This particular company has an aluminum engine as standard equipment in its passenger cars. However, this engine has an iron-alloy cylinder head. The only reason for this is that no satisfactory design has been developed which will permit the casting of the head at a cost comparable with that of the ferrous head. While no outsider can be privy to the inner councils on future development of a manufacturer, it is a safe bet that this cylinder head will be aluminum within a few years.

Aluminum—pro and con

One of the existing disadvantages of the aluminum engine is that it has to have steel or iron cylinder liners. Having similar metals in rubbing contact has always been a problem. In this case, it is the piston and cylinder wall. Just how far apart in composition these metals must be is something that design and research must eventually settle.

At present the aluminum pistons and aluminum cylinder walls seem to get along together when the engine is up to operating temperature and the lubrication system is working effectively. However, when starting an engine the oil on the cylinder walls is thinned out and it takes a brief period before the oil pump supplies adequate oil. During this period there is excessive wear and at times some slight scoring. When and how this will be overcome is still to be determined. When it is, the separate sleeves can be eliminated and a further cost reduction in the aluminum engine will be in sight.

Just what is the big advantage in aluminum engines? There are two—a reduction in cost and a reduction in weight. A reduction in cost everyone understands, because it eventually results in a lower purchase price. Less understood is the reduction in weight, largely because it is not as glamorous or a thing apart that looks like a new invention.

Nevertheless, weight reduction is one of the most enduring advantages an operator can get. If 100 to 150 pounds are eliminated from the engine it may easily be that another 100 pounds can be cut out of the support and suspension system.

Continuing in this direction, the advantages become obvious. The power-to-weight ratio is improved. If we do not need the improvement in performance, it means that we can get along with less power and consequently less fuel. It may mean a small tire size would be adequate. The smaller tires in themselves weigh less, and the chain reaction continues in the direction of economy. Compact cars, which have almost part for part the same things the larger cars have, point the way.

People with other materials in mind may get into the engine act. There is some evidence that engine builders are listening to the plastics specialists who have certain parts in mind. Water-pump impellers made of plastic that will never corrode and therefore never need replacement in

the field are being made. Since no allowance for loss of efficiency due to corrosion has to be made, the impeller can be made smaller. The impeller is lighter, and while the weight reduction is not sufficient to be of any consequence in the over-all picture, it will reduce the starting, stopping and change-speed loads on the drive belt and thus reduce the frequency of replacement of fan belts.

Plastics producers also have in mind fans made of their material which are desirable for the same reason. The fans are also quieter in both engine and heater applications, and this is, of course, desirable.

Diesel engines

Diesel engines have been extremely successful in the heavy-duty truck field for a long time. In the trucks of maximum gross vehicle weight, diesels are used almost exclusively. Scaling that type of engine down to a route-size truck is another story. At present these engines are being used for trucks as small as 20,000 pounds g.v.w. but that looks like the end of the lower range.

It is true that a few small diesel engines are being operated in this country, primarily in taxicabs. They do not appear to have the advantages necessary to make any heavy inroads in this area which is the property of the gasoline engine.

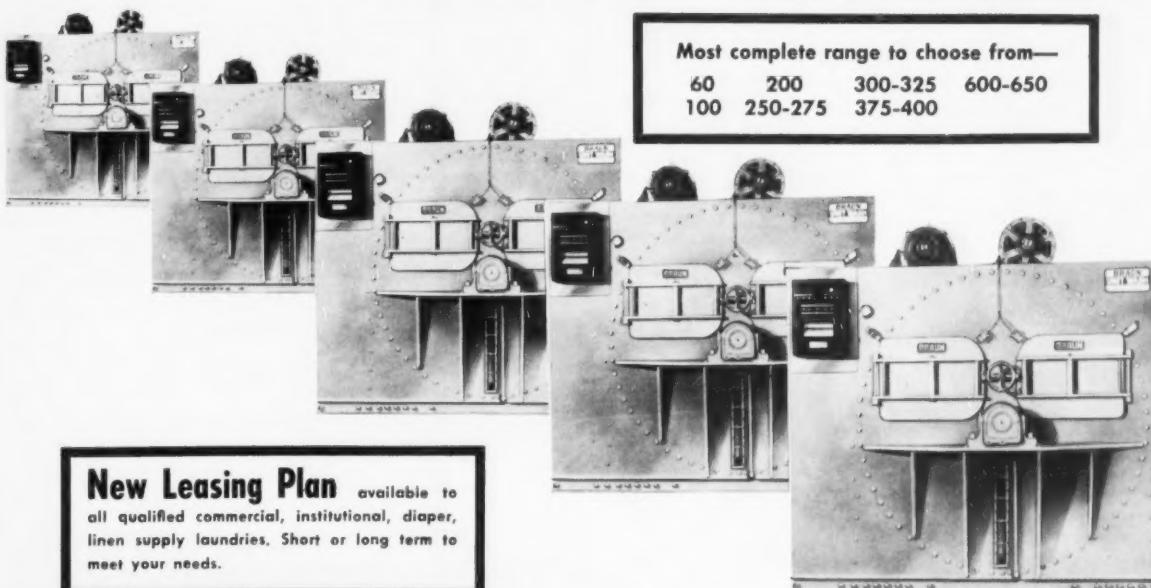
These engines are inherently expensive to build. They operate at higher pressures than their gasoline counterparts. The injection system costs about as much as the engine itself. The net result is a premium of about \$600 per truck. Until there is a different concept in injection systems that can be produced for considerably less money, the diesel does not figure to become important in the multistop truck.

The foregoing does not by any means exhaust the discussion of new developments in the truck field. It will be continued in another issue of this magazine and will include the electric truck about which much is being written now, although one laundry has operated them for 40 years. □□

BRAUN

UNIT - WASH

Washer-Extractor



Most complete range to choose from—

60	200	300-325	600-650
100	250-275	375-400	

New Leasing Plan

available to all qualified commercial, institutional, diaper, linen supply laundries. Short or long term to meet your needs.

New 1961 Models

TIME PROVEN + PLUS NEW FEATURES

1. Braun Washer-Extractors bring new efficiency and automation to the commercial, institutional, diaper, linen supply and industrial laundry with the most accurate and trouble free automatic controls in the laundry industry.
2. Braun Washer-Extractors produce 1200 to 1600 pounds of wash per operator hour compared to other methods where maximum production ranges from 300 to 700 pounds per operator hour . . . Increased production . . . Increased savings . . . Increased profits!
3. Braun Washer-Extractors feature the world's biggest drop, 8 different washing actions and therefore shorter washing cycle.
4. In addition to the tremendous savings in time and labor, Braun Washer-Extractors provide substantial savings in water, steam and wash-room supplies.
5. All 1961 Braun Washer-Extractor models equipped with larger doors, making slide out loading and unloading easier.
6. Braun Washer-Extractors are the most rigid constructed washer-extractors in the world. Durability and service are "Built right in."
7. All 1961 Deluxe Braun Washer-Extractors are equipped with new features on the drive assemblies.
8. All 1961 Deluxe Braun Washer-Extractors are equipped with improved braking. All 1961 Braun Washer-Extractors save up to 65% floor space.
9. Plant economy surveys conducted by factory trained specialists available through our U. S. and Canadian sales and service organizations.
10. Sales representatives in all foreign Countries. There are Braun Unit Wash Installations on four Continents.

Over 1,000 installations—Processing over 9,000,000 lbs. per week.

G. A. BRAUN, INC.



Pioneer in Automation

461 E. Brighton Ave., Syracuse, N. Y.

*Here's what
a few operators are saying
about Fantom-Fast
with the new 103R ink:*

only
FANTOM-FAST®

*satisfies all
requirements of
the ideal laundry
identification
system*

Now Fantom-Fast marks *all* articles including synthetics and the darker colors. Ink marks maintain their legibility even in the presence of fluorescent brighteners. Optical bleaches no longer present a problem.

THE **National** MARKING MACHINE CO.
4026 Cherry St. • Cincinnati 23, Ohio • U.S.A.

CLEANCRAFT LAUNDRY

712 Pearl St., LaJolla, California

"Illegible marks on man-made fibers have been reduced to practically zero."

THE NEW ENGLAND LAUNDRY CO.

441 Homestead Ave., Hartford 12, Connecticut

"We wish to compliment National for its development of a much improved and satisfactory Fantom-Fast ink. This would seem to have removed all threat to the very desirable Fantom-Fast invisible method of identification, for which we are most grateful."

HOMESTYLE LAUNDRY

105 Walnut St., Montclair, New Jersey

"We are very anxious to have you know the tremendous improvement which the new ink has contributed to our marking situation."

"We find less pieces that are not identified at the end of each week due to marks that are not readable. We also find a speeding up of production because the mark is more brilliant and legible. This new ink has really solved most of the problems with Fantom-Fast invisible identification."

**AMERICAN LAUNDRY &
DRY CLEANERS**

214 South Main St., Bryan, Texas

"Knit underwear, bath towels and colored clothes come through with perfectly legible marks. The mark on all articles is much easier and faster to read. We are pleased beyond words with the new ink."

DUVAL LAUNDRY

Walnut at 9th Street, Jacksonville 6, Florida

"Since installation of the new ink in our Fantom-Fast booths we have been able to mark many garments which would not take a visible mark with the old ink. This has speeded up production by not having to use tags. It shows up on fluorescent pieces and on most all fabrics. It will remain visible through many washings."

"With this positive identification, we are now returning all garments to our customers thus reducing claims and creating customer satisfaction."

"We are well pleased with the new ink and think you have contributed much to reducing the many headaches of a laundry."

Be sure to see Fantom-Fast
demonstrated at our NID exhibit,
Convention Hall, Philadelphia,
Feb. 1-5. Booths 358-60.



a new concept in service to the industry

Every Franchise Distributor is backed up in the field by Prosperity Regional and District Managers, as well as by Prosperity Service Engineers, assuring you of close contact with the finest service available in the industry. This merging of the facilities of outstanding distributors with the "cream of the crop" of Prosperity field personnel provides a product-market relationship never before available to the industry. It assures that parts and service will now truly be as close as your telephone and makes possible immediate delivery of urgently needed equipment.



THE PROSPERITY COMPANY

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N. Y.—SALES AND SERVICE FACILITIES IN ALL PRINCIPAL CITIES

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CONVENTIONS



Program Chairman A. P. Stetser with Committeeman J. L. Mayberry prepare to hand out silver dollars to several hundred regular attendants at business meetings

Allied trades meet in Florida

THE BIG ANNUAL meeting of the Laundry and Cleaners Allied Trades Association was held November 16-18 at Hollywood Beach, Florida. The attendance of approximately 350 represented the leading manufacturers and distributors of equipment and supplies presently being sold to eight different

divisions of the textile maintenance industry.

Emphasis at the meeting was placed on selling products on their merits rather than using gimmicks, giveaways or other considerations which would not contribute to the product's quality or the firm's service to the purchaser.

The business program was devoted to a wide range of subjects including drycleaning and laundry coin-ops, industry exhibits, distributor-manufacturer relations, results of operating cost surveys, better industry credit conditions, more effective selling and marketing, public relations, publicity and advertising, and other major programs of national customer associations.

Presidents Ray Vermeers of the National Institute of Drycleaning, W. E. Hawk of the American Institute of Laundering, Robert J. Dobson of the National Association of Institutional Laundry Managers, and Herbert K. Beshar of the National Institute of Rug Cleaning were among the principal speakers. Nationally known inspirational speakers were Dr. Charles E. Irvin of General Motors, who gave a splendid talk on "Hi-Fi-Sellity," and Dr. Clem E. Binger of the Fort Lauderdale Presbyterian Church, who inspired the delegates with his excellent talk, "Living Without Fear or Worry." The convention was thoroughly entertained by the Tarheel humorist, Edmund H. Harding.

The group elected the following officers: Carl S. Hulen, president; L. S. Smith III, vice-president; John K. Clement, secretary; Nils S. Dahl, treasurer; and William J. Bucklee, assistant treasurer. □□

Western LM's hold institute

THE INSTITUTIONAL Laundry Managers and Hospital Council of Southern California held its annual Laundry and Linen Institute in Los Angeles, December 6 and 7. Approximately 75 registrants gathered at the two-day session to hear a total of 16 speakers discuss a wide range of subjects.

Linen Theft: Sergeant Dobrichan of the Los Angeles police department suggested greater care in hiring personnel and maintaining a careful inventory as most important steps in combating linen theft. If there is even a suspicion of theft the plant manager should call the police quickly, since the mere appearance of a policeman often discourages future

stealing among employees. He also suggested having fewer keys to the storeroom and locating storerooms away from an exit.

Better Management: Ben Heath, American Laundry Machinery Company, encouraged the assembly to put greater reliance on allied tradesmen and participation in association work as a means of getting answers to laundry management problems. As responsibilities grow in the plant, more of the work should be delegated to others. Above all, he said, there is great need of keeping abreast of the times, and this through visiting other plants.

Machinery Trends: H. S. Rohm, Troy Laundry Machinery, saw ever increasing automation in the laundry field,

with more washer-extractors, automatic spreaders, folders, etc., as a means of fighting high labor costs. Here he made an interesting suggestion that in the future automation may mean a shift from "labor" costs to "maintenance" costs. This will be due to the increased skill needed to keep the highly complex machinery in operation.

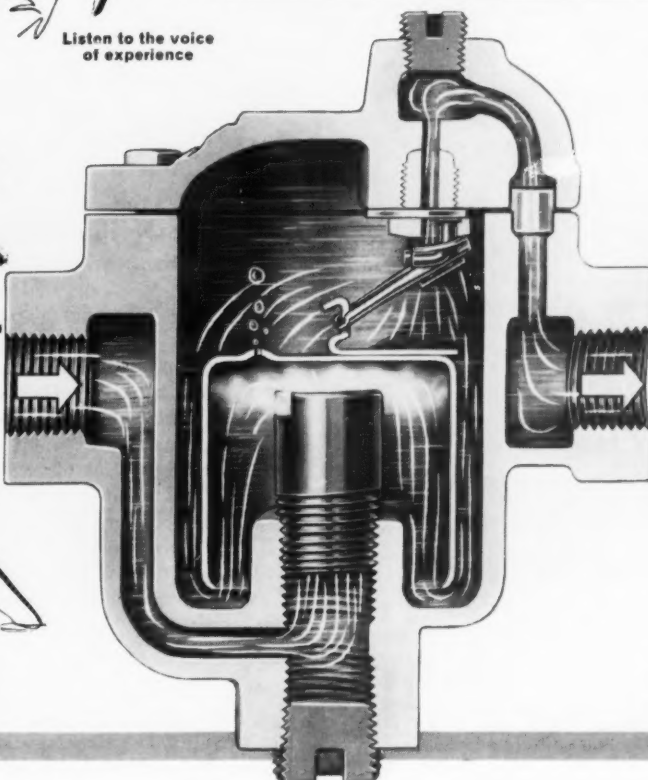
Washroom Supplies: George P. Bailey, Wyandotte Chemicals Corporation, suggested the use of modern products instead of the oldtime supplies the washman used to make up. He also recommended cold water rinsing with the new supplies which have, for the most part, been devel-

Continued on page 60

What Armstrong Steam Trap features mean to YOU!



Listen to the voice of experience



Armstrong Trap design and construction assure continuity of operation and long life with minimum maintenance . . . providing you with more trap-hours per dollar of investment.

Armstrong Traps give you the most work out of your fuel dollar, give you fast heat-up, complete condensate removal, ample air and CO₂ venting without the danger of steam leakage. On overall trap performance, year-in and year-out, nothing beats the Armstrong Inverted Bucket Trap. It's a rugged well-built trap that does *more* things better than any other trap. It's guaranteed because it's been proven.

For more details, see your Armstrong Representative.
P.S. Like some good meaty reading? Ask for Bulletin 275.

Bulletin tells how Armstrong Steam Traps can help you. Gives recommended trap sizes for all your machines; also Armstrong Trap prices and physical data.

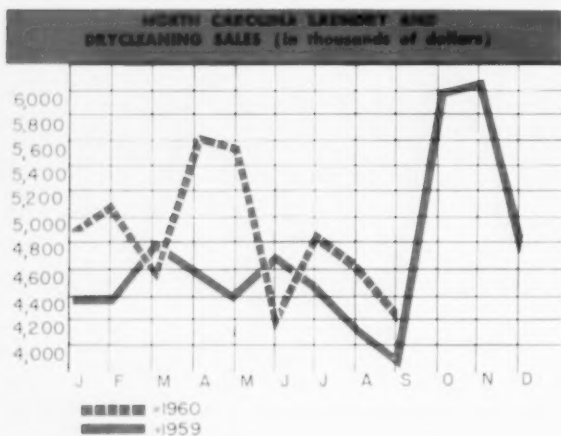
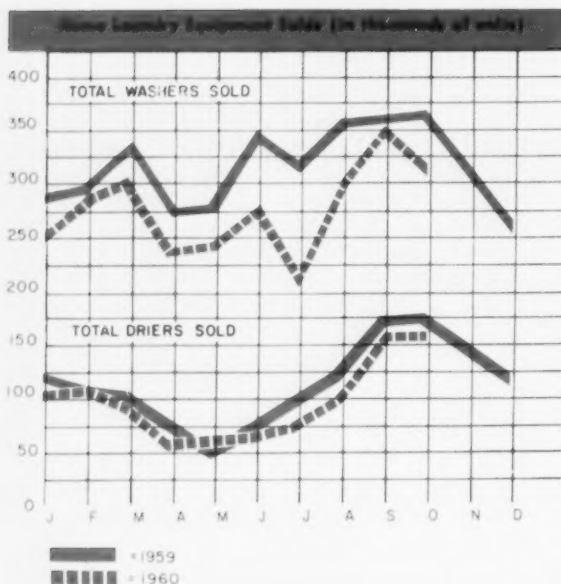


**ARMSTRONG
MACHINE WORKS**

8321 Maple Street
Three Rivers, Michigan

012-STL

Sales Trends



HOW'S BUSINESS?

Home laundry equipment reached its peak sales period for the year 1960 without breaking any new records. Washer sales were running 15 percent behind the previous year for the first 10 months of 1960 and drier sales were off 10 percent.

With slight chance of recuperating their losses by December, home laundry equipment manufacturers were looking ahead to the second half of 1961 for an upturn.

The three most favorable factors for recovery are: (1) low saturation of driers and combination washer-driers, (2) the rapidly growing automatic washer replacement market now estimated at 3 million units a year, and (3) an expected upturn in home building.

According to Stanley Galt, national sales manager of the home laundry division for General Electric Co., Louisville, Kentucky, coin-op laundry equipment represents about 8 percent of total equipment sold in 1960. And they look for an increase of between 1 and 2 percent in the sales of this equipment during the coming year.

If this estimate is correct, this means that approximately 198,000 coin-washers were sold during the first 10 months of 1960 or enough to establish some 9,900 twenty-unit coin laundries.

North Carolina Laundry and Cleaning sales were 7.1 percent higher than for September of 1959 and the plants employed 1,000 fewer employees. These trends have continued ever since the state put a 75-cent-an-hour minimum wage law into effect, January 1, 1960.

The average employee worked 38.3 hours per week as compared to 40.4 hours per week the same month of the previous year. And he earned 90 cents an hour as against 77 cents.

Laundry business trends

New Jersey

five weeks ended Oct. 29

Laundry route sales

—3.0% less than last year

Drycleaning sales

—3.0% more than last year

Total sales

—1.0% less than last year

New Jersey Laundry and Cleaning
Institute

New England

Oct. 1—0.8% less than last year

Oct. 8—2.5% less than last year

Oct. 15—2.4% less than last year

Oct. 22—3.0% less than last year

Oct. 29—0.8% more than last year

Carruthers & Co., Boston

New York

five weeks ended

Oct. 29—0.3% less than last year

M. R. Weiser & Co., New York

Southeast

Oct.—6.0% less than last year

J. R. Wilson & Co., Atlanta



What's your "tell-a-friend" rating?

A young woman leaves your coin-op, meets a friend about to enter for the first time. What does your customer tell her friend? Does she recommend your laundry?

The answer will be "yes"—if you meet her high standards for cleanliness, service, and most of all, for equipment. Women insist on coin-op equipment that is fast-operating, easy-to-use and free from annoying breakdowns.

That's why there are so many Cissell Dryers in coin-ops today. These big-capacity, hard-working dryers are easy-to-use. The HI-LO Temperature Control lets the customer select the perfect temperature for her fabrics whether they are regular or man-made. Controls are at eye level, safely out of children's reach. The extruded, perforated dryer basket is snag-free, will not harm the most delicate fabrics. And other unseen safety features—thermal overload protection on motors, overheat protection, and air switch to guard interrupted air flow—make Cissell Dryers safe, customer-pleasing, trouble-free, and economical to maintain.

Want to give your coin-op a top "tell-a-friend" rating? Install Cissell Dryers. Your jobber will give you all the pertinent facts.

CISSELL W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.
 Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles. Foreign Distributors write Export Dept.—Cable Code "CISSELL"

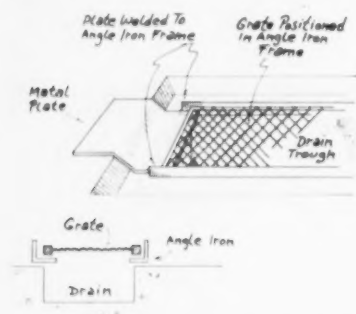
CONSULT YOUR JOBBER

bellev PRINTS by LOU BELLEV

SO, I'VE GOT the giggles again. Must be an occupational hazard of the magazine business. Anyhow, there were two guys who went fishing and made a bet as to which would catch the most fish. The first fellow who got a strike got so excited he fell into the lake. His buddy screamed: "If you're going to dive for 'em, the bet's off!"

GRATING ON DRAIN TROUGH

Stacey Maust, who manages the big Los Angeles County General Hospital laundry, has pretty well whipped the problem of clogged drains in his washroom. The whole drain trough is covered with heavy metal grating to keep out paper trash, also cloth articles that might be dropped while the washers are being loaded or unloaded.



The grate has a metal frame welded to two parallel lengths of 1½-inch angle iron for added strength. The ends of the angle iron are in turn welded to metal plates which are bent to conform to the 4-inch drop in the floor surface, down the center of which runs the drain trough. The metal plates extend out about 6 inches on the main floor level to hold the grating in a level position. This prevents the grating from being knocked out of position and dropping into the drain trough. The grating also provides an easy handhold in case it is necessary to clean the trough.

NO-KNOT SOILED BAGS

Laundry manager Stacey Maust is one of those people who is always on the lookout for ways to cut costs in his operation. Frankly, I am amazed at the tonnage that's handled there.

According to Mr. Maust, the monthly average is over 1,300,000 pounds. It's small wonder he is currently trying to figure out a way to eliminate the rope-tied bags used to transport the soiled linen.



After washing and drying, the bags are piled up for untangling. Stacey figures it takes four man-days each week to undo the tangled rope ends and untie the knots. This is a little matter of about \$4,200 per year which he intends to eliminate.

At the moment he is experimenting with what he calls an envelope-bag, which needs no tying shut. A canvas strip half the circumference of the bag opening is sewed to the top of the bag and makes it look like a 12-inch-deep pocket that is upside down. When the bag is filled, this "pocket" is turned inside out to completely cover the opening and the bag can even be carried upside down without spilling the contents.

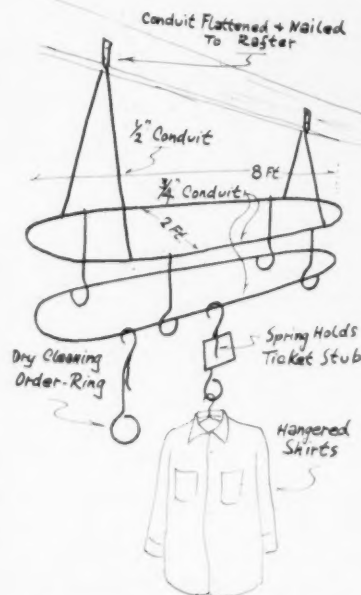
Since every station in the hospital is equipped with a bag holder made of 5/8-inch pipe with a circle top, it was necessary to modify the new bags to fit the old holders. This has been done by welding three iron-rod loops on top

of the bag holders, which stick through straps sewed to the tops of the new bags.

Also, these envelope-flaps slip over the back of any chair to support the bag during the loading operation in case there is no bag holder available for the purpose.

ASSEMBLY ON HANGERS

The Nuway Laundry's finishing department has a constantly increasing demand for delivery of garments on hangers. To match these items with the rest of the order with minimum confusion in the regular assembly department, Harry Petersen has set up a separate little assembly station in a corner of the finishing department, just for hangered pants, dresses, shirts, etc. A separate stub for listing these items is on the regular ticket now and speeds the assembly of these pieces.



Hangered items are sorted one lot at a time to long-necked drycleaning order rings. These order rings are equipped with small springs which hold the ticket stubs during the assembling process. After it is bagged in poly, the work is placed on a nearby storage line. From that point it is carted to either the route racks or call office for delivery to the customer.



Dupont Laundry uses KEEVER-BEACH Products

"We have always been well satisfied with your high standards of quality"



Says . . .
Robert E. Rice

*Production Manager
Dupont Laundry*

"We are especially grateful for your splendid cooperation in periodically checking our plant. The experience and knowledge of your field representative has been most helpful."

For up to fifteen years, Keever-Beach Products have been used in this outstanding Washington, D. C. laundry. With a substantial number of truck routes and many customers who drop off and call for their laundry, Dupont has a steady volume of shirts and family wash.

No wonder they prefer Keever-Beach Products like Satinette Blended Starch, Ultra-Lite Fluorescent Sour and new Hycon Professional Dry Bleach. In the words of Production Manager Rice, it is "the consistent high standards of quality" which make Keever-Beach Products the choice of Dupont Laundry . . . and hundreds more leading plants throughout the country.

A KEEVER-BEACH Product for every operation from Break to Finish

PRIME SÖHP — a complete soap, supercharged with washing ingredients specially combined to provide the finest laundering results.

PHOSRITE — soap regenerator and wash accelerator . . . improves the quality of work by converting lime soap deposits into active soaps.

HYCON — high concentrated dry chlorine bleaching compound, made especially for professional laundering.

SATINETTE — a blend of Victor Wheat and Sterling Corn Starch. It can be used hot or cold because it is non-congealing.

SATINETTE QS — Quick Starch; it's pre-cooked, complete in dry form, ready to use. Both SATINETTE and SATINETTE QS are ideal for shirts, uniforms and all wearing apparel; also curtains and other flat work.

ULTRA-LITE — fluorescent whitening sour, adds fluorescent dyes in the last operation when all the soil, soap and alkalis have been removed.

ULTRA-BLUE — fluorescent blue sour, gives a bright, blue-white hue to finished work; combines a brightener, a blue and a sour in one low-water operation.

PRESS PADS and IRONER PADDING — best grade steel wool, knitted to provide an even surface and long life.

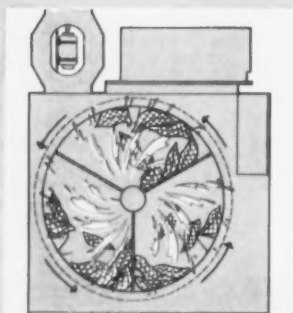
KEEVER-BEACH
Products

THE KEEVER STARCH COMPANY • COLUMBUS 15, OHIO

1. Washer
2. Extractor
3. Conditioner

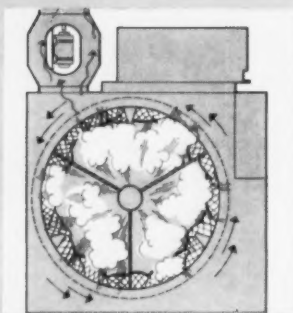
Now...you get

Why Troy WX® PROCESSES MORE WORK IN LESS TIME



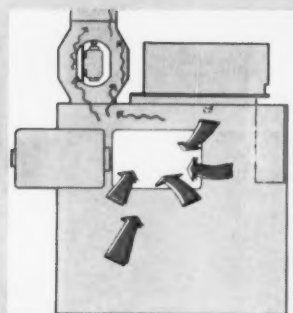
FASTER, CLEANER RINSES

TROY WX cylinder spins slowly when it drains after washing. Automatic trunion-type spray rinse begins at once. No time lost to fill cylinder for rinsing. Spray rinse forces clean water through load from inside to outside. Three minutes of spray rinse equals several ordinary deep rinses.



LIVE STEAM REDUCES MOISTURE RETENTION

Only TROY WX adds live steam heat during high speed extraction. Moisture retention decreases at least 5% over ordinary extraction of equal time. Ironer production increases 10%.



PRECONDITIONS LOAD

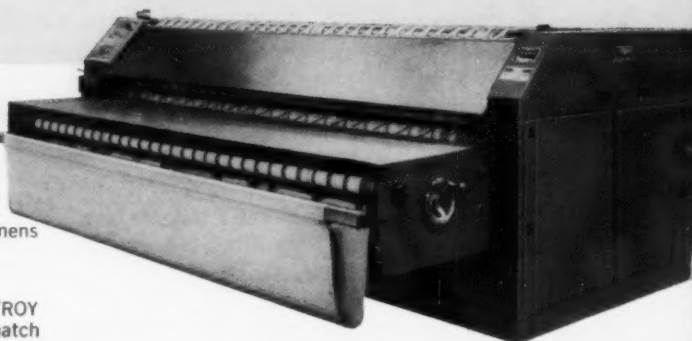
Special cylinder design and exclusive BIFURCATOR® duct fan preconditions (fluffs) and cools load. Pieces are easier to handle and are just right for ironing. Duct fan pulls hot, moist air out of cylinder and out of building. No rush of steam when door is opened and load is pulled. Laundry floors stay dry.

ONLY TROY FLEXIMATIC® FOLDS WITH JETS OF AIR

The truly modern, automatic way to fold linens without blades.

Saves labor and maintenance costs.

Only the FLEXIMATIC folder made by TROY offers one through six lane models to match linen load with folding capacity.



all 3 in TROY WX

TROY WX® Combination completes entire washing-extracting-conditioning cycle in the **same time** as ordinary washer cycle alone!

COMPARE

THESE PLUS FEATURES OF THE TROY WX

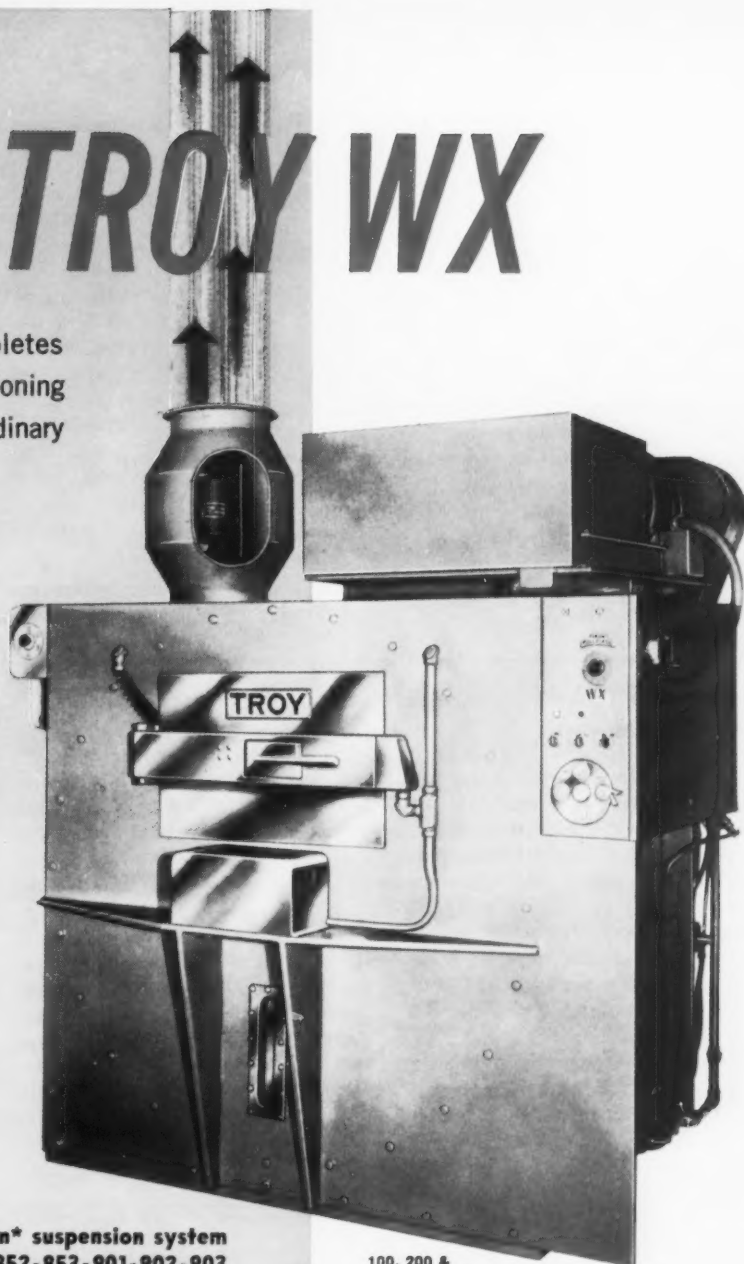
NO VIBRATION PROBLEM

NEW ANTI-VIBRATION* suspension system permits TROY WX to be installed on any floor strong enough to support loaded machine. This automotive-type torsion bar accessory eliminates transmission of vibration to floors and building. No special foundations necessary.

*patent pending

5 SAFETY FEATURES —

More than any other combination.



See demonstration of Anti-Vibration* suspension system at NID - A.I.L. Show. Space 851-852-853-901-902-903

100, 200 &
375 lb. MODELS

Troy®

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American Machine and Metals, Inc.

EAST MOLINE, ILLINOIS

Divisions of American Machine and Metals, Inc.

TROY LAUNDRY MACHINERY • RIEKLE TESTING MACHINES • DEBOHEZAT
FANS • TOLHURST CENTRIFUGALS • FILTRATION ENGINEERS • FILTRATION
FABRICS • NIAGARA FILTERS • UNITED STATES GAUGE • RAHM INSTRU-
MENTS • LAMB ELECTRIC COMPANY • HUNTER SPRING COMPANY • GLASER-
STEERS CORPORATION

FOR COMPLETE DETAILS, SEE YOUR TROY REPRESENTATIVE
OR SEND COUPON AT ONCE — — — — —

TROY LAUNDRY MACHINERY, Dept. LJ-161

Division of American Machine and Metals, Inc. EAST MOLINE, ILLINOIS

Please send me full details on TROY WX Washer-Extractor.

NAME _____

FIRM _____

ADDRESS _____

CITY & ZONE _____

STATE _____

CIVIL DEFENSE *Continued from page 29*

sonnel succession lists, and for reestablishing the company and continuing production after enemy attack.

Employee reporting centers should be designated for all personnel. Such reporting centers may be established at homes of personnel who reside in suburban areas. Records should be kept at the centers and provision made for priority telephone service.

PROTECT VITAL RECORDS

Protect vital records by duplication and safe storage. Written descriptions of activities, manufacturing processes, engineering designs, and essential legal documents and accounting records must be safeguarded to aid in continuation or restoration of production.

Microfilm is one means of providing duplicate records. Protective vaults should be provided at or near alternate headquarters or plant sites. Many manufacturers, banks, and insurance companies have already taken action to protect vital records.

INDUSTRIAL MUTUAL-AID ASSOCIATIONS

An industrial mutual-aid association for civil defense is an organization of industry officials representing facilities in a particular area, united by voluntary agreement to assist each other with facilities, equipment, and manpower as needed in time of disaster.

Many mutual-aid groups have catalogued their supplies of fire hose and other fire-fighting materials and equipment, medical supplies, rescue items, and other emergency-use materials so that each member of the group knows what is on hand.

Although industrial mutual-aid associations are not new, the idea is especially applicable to civil defense for dealing with war time and natural disaster problems, since experience gained in peacetime disasters is especially valuable in preparing for wartime disaster. □□

NEXT MONTH: Part II. Biological and Radiological Decontamination Procedures—specifically as they apply to clothing.

TIPS FOR PLANT ENGINEERS *Continued from page 32*

steam through a 1-inch line and each coil was trapped individually. The traps discharged into a 1-inch line that rises 8 feet to a 1-inch return main, which in turn led to an overhead feedwater heater with a back pressure ranging from 10 to 20 p.s.i.g. When the temperature control valve supplying the heating coils throttled there wasn't enough pressure in the coils to move the condensate out, and the coils flooded.

The chief put in oversize drip pockets for each of the coils. He put thermostatic air vents on each and a

vacuum breaker into the steam supply line to the heating coils downstream of the control valve. At the aft end of the receivers he installed two smaller traps so that the receivers would not fill with condensate. Instead, the smaller traps lead the condensate to an open drain when the pressure in the coils is too low to elevate the condensate to the overhead feedwater heater. When the pressure is high enough it locks the smaller traps so they do not discharge, and the heating system works as it was designed. . . .



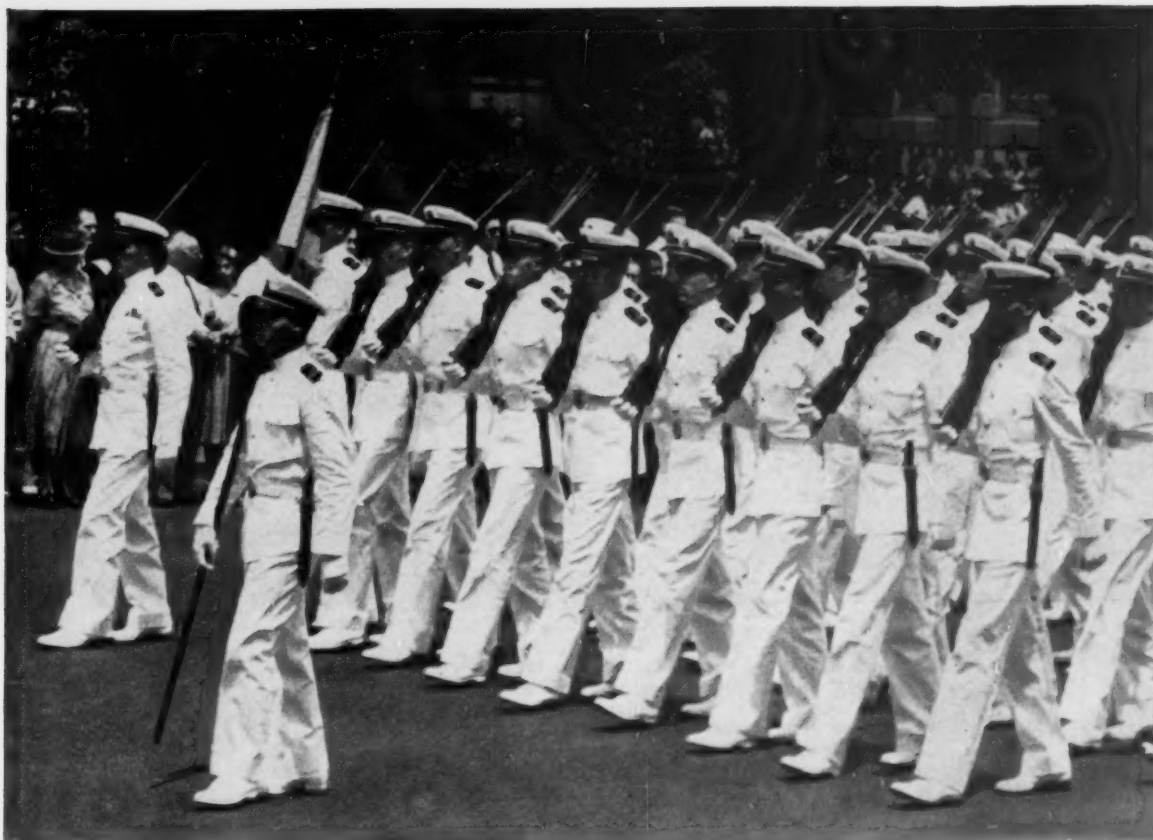
"I know you're my father, but if I let you have your order without a claim check pretty soon everyone . . ."

Turbine pump

We see where one manufacturer has advanced a new kind of turbine pump that licks the twin destroyers—erosion and corrosion—for this class of pump in the capacity range up to 150 g.p.m. at pump pressures of 300 p. s. i. The secret is a superhard metal "skin" of exceptional wear resistance and antigalling characteristics that ease the close clearance problems typical of the turbine-type pump and its companion corrosion attacks. The process that produces this hard metal surface or skin is known as electroplating. . . .

New trap

The convenience of an all-in-one steam trap, blowdown valve and strainer requiring only two connectors has been claimed for a new impulse-type steam trap. This unit has been designed for light condensate loads with steam pressures from 8 p.s.i. to 600 p.s.i. It should prove a natural for laundry and drycleaning presses. The blowdown valve has been mounted ahead of the strainer screen and trap, and can be opened and closed with an Allen wrench. The valve has a threaded outlet for those applications where it may be desirable to pipe the blowoff away. □□



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FRESH! CRISP! UNIFORM!

...the feel of a modern Pennstarch finish*

Garments snap to attention when you give them a uniform, satin-smooth, Pennstarch finish. Your customer will take greater pride in his outfit . . . and you'll win citations galore for your service.

Get in step with this modern way to starch. Modern Pennstarch will save you time, trouble and money in your washroom. It's *specially formulated wheat*—no cooking needed! Just add it dry-to-the-wheel—and whoosh! you get split-second dispersion. Packed in easy-to-handle, easy-to-store 50-pound bags. Call your Pennsalt distributor today.

*Trademark of Pennsalt Chemicals Corp.
Composition Patent Pending

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NEW **MAXIMUM SECURITY** CHANGE-MAKERS



*1, 2, or 3 dependable,
manually operated
Standard Change-Makers
in one heavy duty
steel cabinet*

Maximum Security Change-Makers combine new security, convenience and flexibility with the proven dependability of Standard's manually operated change unit . . . the same unit employed in over 100,000 STANDARD CHANGE-MAKERS used in over 20,000 automatic laundries and thousands of vending locations throughout the United States and many foreign countries.

NO VAULTS NEEDED. Change units and vault-type protection complete in one rugged $\frac{3}{16}$ inch steel cabinet. No vaults or padlocks needed.

UNDERWRITERS' LABORATORY APPROVED LOCKS. Changer door securely locked with two internal screw-type locks and two UL approved key locks . . . case hardened, double tumbler systems and restricted keys.

OPTIONAL BURGLAR ALARM. Compact battery operated burglar alarm available as optional accessory equipment on all models.

NEW FRONT LOADING AND EASIER SERVICING. Independent change units simply tilt forward or pull out for loading and service.

DEPENDABLE MANUAL OPERATION. Simple mechanical mechanism. No motors, solenoids, complicated wiring, relays or switches.

MODELS TO CHANGE ANY 1, 2 OR 3 COINS INTO ANY POSSIBLE COMBINATION OF CHANGE. Up to \$420 in capacity.

EACH UNIT SEPARATE. Separate coin slot, large, separate cash box, and easy-to-reach "hand-width" return coin tray for each change unit.

BUILT-IN OR WALL MOUNT CABINET DESIGN. Attractive cabinet may be built in wall or common front, or mounted on wall, stand or post.

COLORFULLY FINISHED. Available in 3 standard colors (grey, green or beige) with big "CHANGE" decal and easy to understand instructions.

STANDARD CHANGE-MAKERS, INC.
422 E. New York Street • Indianapolis 2, Indiana



Single Maximum Security Change-Maker

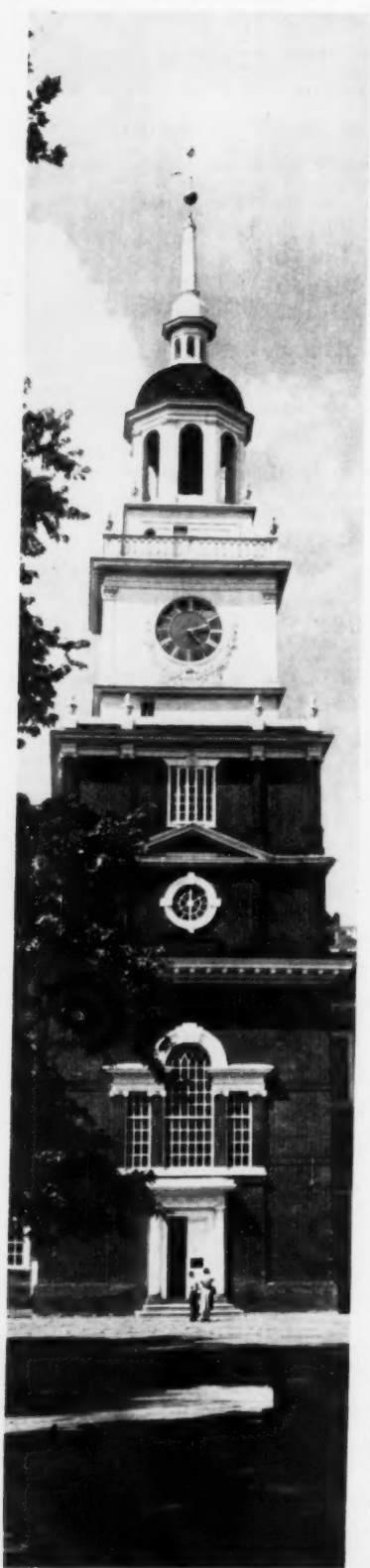


Double Maximum Security Change-Maker



Triple Maximum Security Change-Maker

See them in Booths A-4 and A-5 at the NID Convention in Philadelphia, February 1-5



BILL GOVE



A. E. FRIEDGEN



BILL HAMILTON



T. C. ALLIN

78th annual convention American Institute of Laundering

Bellevue Stratford Hotel
Philadelphia, Pennsylvania
January 31-February 2

Registration will be held in the Pergoda Area on the 18th floor of the Bellevue-Stratford, beginning at 9:00 a.m. Tuesday, January 31, and continuing until 5:00 p.m. Late registration will be in the same area from 8:00 a.m. till noon on Wednesday, February 1.

All convention sessions will be

held in the Rose Garden of the Bellevue-Stratford Hotel.

TUESDAY, JANUARY 31

1:30 p.m. Convention Welcome—W. E. Hawk, president, AIL Panel discussion, "Route and Store Operation." Presiding, Paul J. Rickett, Sr., director, District 9, AIL
"Our Routemen Canvass—or Else"—



GEORGE GUTHRIE



MAYNARD GARFIELD



BARNEY VANDER MAY



RICHARD LUTTS



ROBERT BIRER



RICHARD K. NEWMAN



ROLFE SCOFIELD

Barney Vander May, Blue White Laundry Co., West New Brighton, New York

"Multiple Service Stores"—Bill Hamilton, Royce-Superior Laundry, Springfield, Massachusetts

"The Three S's of the Hotel and Motel Laundry Business"—T. C. Allin, New York Laundry, Jacksonville, Florida

"Delivery Economics and Their Profit Equivalents"—A. E. Friedgen, Friedgen and Associates

Open Forum
2:30 p.m. "How To Reduce Truck and Store Costs," Armour Research Foundation study report. George Isaacson, general manager, AIL; George Guthrie, Armour Research Foundation

WEDNESDAY, FEBRUARY 1

9:00 a.m. Panel Discussion, "Getting Sales." Presiding, C. E. Morgan, director, District 1, AIL

"Supervise, Mechanize, Manualize and Profitize"—Richard K. Newman, Sparkle Cleaners, Launderers and Furriers, Bakersfield, California

"Mixing Merchandising With Service"—Richard Lutts, Salem Laundry, Salem, Massachusetts

"Quality Helps Sales"—William McBrien, Holland Laundry, Philadelphia, Pennsylvania

"Sales Training Is Easier Than You Think"—Maynard M. Garfield, Sales Consultant

"Coordinating Advertising With Route Selling"—Robert R. Birer, Stapleton Service Laundry Corp., Staten Island, New York

Open forum
11:15 a.m. "Dynamic New Concepts in Selling"—Bill Gove

12:00 noon Ladies' Luncheon, North Garden, Bellevue-Stratford Hotel

12:15 p.m. Advertising and National Public Relations Luncheon, Crystal Room, Bellevue-Stratford Hotel

4:30 p.m. AIL Alumni Club Meeting and Reception, Blue Room, Bellevue-Stratford Hotel

7:00 p.m. Presidents and Directors Club Reception, Academy Room, Bellevue-Stratford Hotel
Annual Banquet, Tecumseh Room, Bellevue-Stratford Hotel, followed by Gala Night party and entertainment

THURSDAY, FEBRUARY 2

8:00 a.m. Advisory Committee Breakfast, Tecumseh Room, Bellevue-Stratford Hotel

9:00 a.m. PR for PL Conference. Opening Remarks—George Isaacson, general manager, AIL

Panel Discussion. Presiding, Irving G. Garcelon, director District 8, AIL, chairman, National Public Relations Committee

"Image Makers at Work"—Anne Sterling, Home Counselor, AIL

"Teen-Age Market"—Kenneth Duncan, New Castle Laundry and Drycleaners, New Castle, Indiana

"In the Trenches With PR"—G. Rolfe Scofield, Jr., Crescent-Puritan Laundry, Rochester, New York

"AIL New Look"—Cecil Lanham, director of research and education, AIL

Open Forum
"What's Ahead"—W. E. Hawk, president, AIL

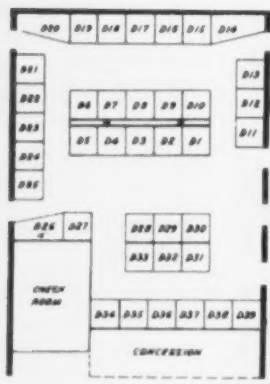
12:00 noon Legislative Luncheon, Tecumseh Room, Bellevue-Stratford Hotel

AIL registration badges admit wearers to industry exhibit, held in connection with the National Institute of Drycleaning Convention, at Convention Hall, February 1-5.

**pull
out** ►

EXHIBITORS

EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
AA Laundry Machinery Co., 110 S. Kedzie Ave., Chicago 12, Ill.	874, 875	Coinwash (Eastern) Ltd., 125 The Queensway, Toronto 18, Ont., Can.	A-11
ABT Mfg. Corp., 2500 N. Main, Rockford, Ill.	2	Colgate-Palmolive Co., Associated Products Div., 300 Park Ave., New York 22, N. Y.	957
Abso-Clean Chemical Co., 17325 Lamont Ave., Detroit 12, Mich.	880	Colmac Industries, Box 167, Coleville, Wash.	A-7
Ace Cabinet Corp., P. O. Box 747, New Bedford, Mass.	15	Columbia Boiler Co. of Pottstown, Box 230, Pottstown, Pa.	931, 932
Adco, Inc., 900 W. Main St., Sedalia, Mo.	626-628	Columbia-Southern Chemical Corp., 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.	1069-1070
Air Cooling Engineering Co., 3812 N. Lawrence St., Philadelphia 40, Pa.	1054	Commercial Heater Co., 3020 Galvez, Fort Worth 11, Tex.	276, 277
Ajax Pressing Machine Co., Div. American Laundry Machinery Co., 619 S. Fifth West St., Salt Lake City, Utah	569-573	Concord Chemical Co., Inc., 205 S. Second St., Camden 1, N. J.	181
Altan Mfg. Co., 1112 Ross Ave., Dallas 2, Tex.	472	Cowles Chemical Co., 7016 Euclid Ave., Cleveland 3, Ohio	257, 258
Amber Mfg. Co., 16220 S. Figueroa St., P. O. Box 366, Gardena, Calif.	1007	Cravenette Co., U.S.A., 60 Romanelli Ave., South Hackensack, N. J.	1022
American Cleaners Equipment Co., Ross & Section Aves., Cincinnati 12, Ohio	361-366	Cummings-Landau Laundry Machinery Co., Inc., 305 Ten Eyck St., Brooklyn 6, N. Y.	655-658
American Drycleaner, 21 W. Huron St., Chicago 10, Ill.	105	Darmo Equipment Co., Inc., 1200 Elmwood Ave., Sharon Hill, Pa.	263
American Institute of Laundering, Joliet, Ill.	50, 51	Davies-Young Soap Co., 705 Albany St., Dayton 1, Ohio	407, 408
American Laundry Machinery Co., Ross & Section Aves., Cincinnati 12, Ohio	551-556	Detrex Chemical Industries, Inc., P. O. Box 501, Detroit 32, Mich.	561-566
American Mathproofing Co., 2510 Hampton Ave., St. Louis 10, Mo.	601-606	Diamond Alkali Co., 300 Union Commerce Bldg., Cleveland 14, Ohio	379, 380
American Permac, Inc., 1569 Merrick Rd., Merrick, N. Y.	60-62	Diamond Chemical Co., Old Hook Rd., Bayonne, N. J.	9
Anscott Dry Cleaning Products, Industrial West, P. O. Box 566, Clifton, N. J.	70-72	Dixo Co., Inc., 158 Central Ave., Rochelle Park, N. J.	980
Armour & Co., 1355 W. 31st St., Chicago 9, Ill.	23	Dodge Div., Chrysler Corp., Detroit, Mich.	21, 22
Arrow Mfg. Co., 2924 Terrace St., Kansas City 41, Mo.	982	Do-16 Corp., 62-11 35th Ave., Woodside 77, N. Y.	227-229
Arvan Products, Inc., Box 211, West Middlesex, Pa.	806	Dow Chemical Co., Midland, Mich.	807, 808
Association Underwriters of America, Inc., 1413 Walnut St., Philadelphia 2, Pa.	1074	Drycleaners News, 41 Union Sq. W., New York 3, N. Y.	111
Atlas Powder Co., Wilmington 99, Del.	17	Arthur H. DuGrenier, Inc., 15 Hale St., Haverhill, Mass.	112, 113
Automatic Launderer & Cleaner, 75 Third St., N. W., Atlanta 8, Ga.	854, 855	E. I. du Pont de Nemours & Co., Inc., Advertising Dept., Wilmington 98, Del.	826, 827
	1080		
M. M. Baddeley, Inc., 6340 Penn Ave., Pittsburgh, Pa.	926, 927	Eagle Picher Co., American Bldg., Cincinnati 1, Ohio	52, 53
Beacon Washing Products, Inc., 4340 Park Ave., Bronx 17, N. Y.	176	Eaton Chemical & Dyestuff Co., 1490 Franklin St., Detroit 7, Mich.	715, 716
Benda Products, Inc., 120 Potter St., Cambridge 42, Mass.	381, 382	Edmar Chemical Co., 3939 Valley Rd., Cleveland 9, Ohio	178
Bermil Sales & Service, 152 S. 118th St., New York, N. Y.	1058, 1059	Emery Industries, Inc., Sanitone Div., 4200 Carew Tower, Cincinnati, Ohio	823-825
Bishop Freeman Co., 1600 Foster St., Evanston, Ill.	401-406	Empire Cardboard Corp., P. O. Box 386, Warehouse Point, Conn.	102
Bock Laundry Machine Co., 3600 Summit St., Toledo 11, Ohio	356, 357	Essick Mfg. Co., 1950 Santa Fe Ave., Los Angeles 21, Calif.	1031, 1032
F. H. Bonn Co., 111 N. Hickory, Arlington Heights, Ill.	104	Ewing Mfg. Co., 2545 N. W. 10th, P. O. Box 875, Oklahoma City, Okla.	8
Boyetown Auto Body Works, Boyetown, Pa.	18-20	Excelsior Machinery Co., 6175 Vermont St., Detroit 8, Mich.	705-708
G. A. Braun, Inc., 461 E. Brighton Ave., Syracuse 5, N. Y.	1081-1083		
		Fablok Mills, Inc., 46 Cordier St., Irvington, N. J.	728
Caled Products Co., Inc., Brentwood, Md.	375, 376	Fluff 'N' Puff, 1645 Hennepin Ave., Minneapolis 3, Minn.	57
Canam, Inc., P. O. Box 755, King George Rd., Brantford, Ont., Can.	1011	Ford Div., Ford Motor Co., P. O. Box 658, Dearborn, Mich.	66-69
Capital Paster Services, Inc., 449 Broadway, New York 13, N. Y.	830-832	Forse Corp., 1500 W. Second St., Anderson, Ind.	659-666
Carry-Pack Co., 9525 Irving Park Rd., Schiller Park, Ill.	876, 877	Foster-Stephens, Inc., 310 S. Christiana Ave., Chicago 24, Ill.	509-511
Carson Textile Co., 2401 S. Swanson St., Philadelphia 48, Pa.	779	Frontier Chemical Co., Div. Vulcan Materials Co., P. O. Box 545, Wichita 1, Kans.	6
Cert Bros. Bag Co., 2827 S. Brentwood Blvd., St. Louis 17, Mo.	107	Fulton Boiler Works, Inc., P. O. Box 122, Pulaski, N. Y.	878, 879
Chandler Machine Co., West St., Ayer, Mass.	777		
Chevrolet Motor Div., General Motors Corp., Detroit 2, Mich.	951-956	G & F Mills Corp., 2859 Atlantic Ave., Brooklyn 7, N. Y.	930
Chicago Dryer Co., 2210 N. Pulaski Rd., Chicago 39, Ill.	169-171	Garlington-Hardwick Co., 200 Peachtree Arcade, Atlanta 86, Ga.	86
Chicago Lock Co., 2024 N. Racine Ave., Chicago, Ill.	219-221	Gasway Corp., 6463 N. Ravenswood Ave., Chicago 26, Ill.	1052, 1053
Chic Cosmetic Co., Inc., 41 Sussex St., Port Jervis, N. Y.	16	Gibraltar Fabrics, Inc., 254 36th St., Brooklyn 32, N. Y.	478, 479
Cidex Corp., 263 E. First Ave., Roselle, N. J.	87	Bill Glover, Inc., 5204 Truman Rd., Kansas City 27, Mo.	863-866
Cincinnati Marking Tag & Supply Mfg. Co., 13 Pryor St., Cincinnati 2, Ohio	1008		913-916
W. M. Cissell Mfg. Co., Inc., P. O. Box 1143, Louisville 1, Ky.	981	Goldman Pressing Machine Corp., 400 W. Broadway, New York, N. Y.	722-725
Cleaners Hanger Co., 18140 James Couzens Highway, Detroit 35, Mich.	869-872	Gold Medal Products Co., 322 E. Third St., Cincinnati 2, Ohio	180
Cleaning and Laundry Age, 370 Lexington Ave., New York 17, N. Y.	919-922	Great Lakes Carbon Corp., Dicalite Dept., 612 S. Flower St., Los Angeles 17, Calif.	1012, 1013
Cleaning Laundry World, 10 E. 40th St., New York 16, N. Y.	711, 712	H. Greenwald Co., 1340 Metropolitan Ave., Brooklyn 47, N. Y.	259, 260
Clesco National Products, Inc., 249 W. Mitchell Ave., Cincinnati, Ohio	278-282	Guardian Beter-Pak Corp., 84 Junius St., Brooklyn 12, N. Y.	480



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EXHIBITOR	BOOTH NO.	EXHIBITOR
The Guide, 316 Peachtree St., N. E., Atlanta 8, Ga.	1026	Identification International, N. Y.
Joseph Guss & Sons, Inc., 2046 W. Virginia Ave., N. E., Washington, D. C.	512, 513	International nix, Ariz.
Walter Haertel Co., 2840 Fourth Ave., Minneapolis 8, Minn.	305-307	Ironrite, Inc.
Hall Mfg. Co., Inc., Brookline, N. H.	84	Laurence Jacobson, Philadelphia
Hammond Laundry-Cleaning Machinery Co., P. O. Box 1160, Waco, Tex.	269-271	Jayson's, Philadelphia
Handy Hanky, Inc., 119 24th St., Niagara Falls, N. Y.	1079	Philadelph Jensen-Ryan
Hartford Co., 1407 Park St., Hartford 6, Conn.	88	Johns-Manville
Heath Sales Co., Inc., 570 Poplar St., Macon, Ga.	177	Johnson Chemicals, more 29,
Henrici Laundry Machinery Co., Henrici St., Mattapan, Boston 26, Mass.	778	Kaleen Chemicals, N. Y.
Hercules Powder Co., 910 Market St., Wilmington 99, Del.	928	Arthur Kaufman, Keever Beach, Columbus
Hild Floor Machine Co., Inc., 1217 W. Washington, Chicago 7, Ill.	1067, 1068	Keyes-Davis
Hoffman International Corp., 107 Fourth Ave., New York 3, N. Y.	251-254	Key-Tag Chemicals, land 3, O
Hope Chemical Corp., 595 Mineral Spring Ave., Pawtucket, R. I.	301-304	
Hope Chemical Corp., 595 Mineral Spring Ave., Pawtucket, R. I.	261, 262	
Hoyt Mfg. Corp., Forge Rd., Westport, Mass.	557-560	
Huebsch Mfg. Co., 3775 N. Halton St., Milwaukee 1, Wis.	369-372	
	419-422	



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BOOTH NO.

Kisco Boiler & Engineering Co., 2414 DeKalb St., St. Louis 351-353
4, Mo.
Kliegman Bros., Inc., 76-01 77th Ave., Glendale 27, N. Y. 428, 429
H. Kohnstamm & Co., Inc., 161 Avenue of the Americas, 426
New York 13, N. Y.
Kordite Co., Macedon, N. Y. A-10
Kwik Kover Sales Co., 410 N. Kedzie Ave., Chicago 12, 458
Ill.
W. A. Laidlaw Wire Co., Peoria, Ill. 578
R. Lally Co., 1729 Greenleaf Ave., Chicago 26, Ill. 1077
Lamson Corp., Syracuse 1, N. Y. A-9
W. T. Lane & Bros., Prospect St., Poughkeepsie, N. Y. 1065
Larton Products Co., Inc., 4234-68 Third Ave., New York 1028
57, N. Y.
P. M. Latimer Mfg. Co., 1411 Ninth St., S. W., Cedar 310, 311
Rapid, Iowa
Lauder-Matic Age, 60 E. 42nd St., New York 17, N. Y. 56
Laundry Journal, 466 Lexington Ave., New York 17, N. Y. 354, 355
Lehigh, Inc., 1500 Lehigh Dr., Easton, Pa. 1030
Lestail Products, Inc., 51 Garfield St., Holyoke, Mass. 327
Lever Bros. Co., 390 Park Ave., New York 22, N. Y. 976
Liberty Marking Tag Co., Inc., Terminal Dr., Plainview, 958, 959
N. Y.
Lincoln Bag Co., Inc., 4200 W. Schubert Ave., Chicago 39, 607-609
Ill.
Little Scot, Inc., Watson Industrial Park, St. Louis 19, Mo. 7
M & B Metal Products Co., P. O. Box 3176, Birmingham 274
12, Ala.
Mafs Corp., 53-07 Van Dam St., Long Island City, N. Y. 809, 810
Magic-Seal Packaging Products, 883 E. Hudson St., Co- 709, 710
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Malsbary Mfg. Co., 845 92nd Ave., Oakland 3, Calif. 12, 13
Manitowac Engineering Corp., S. 16th St., Manitowac, 964-966
Wis. 1014-1016
Marclene Chemical Corp., 225 Warwick Ave., Buffalo 15, 1075
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MaRic Design & Mfg. Corp., 610 W. 18th St., Hialeah, 1064
Fla.
Marlow Pumps, Div. of Bell & Gossett, P. O. Box 200, 224
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Mehl Mfg. Co., 2057 Reading Rd., Cincinnati 2, Ohio 526, 527
Mercury Cleaning Systems, Inc., 1817 Benson Ave., Evans- 255, 256
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Mil National Corp., 1101 E. Tremont Ave., New York 60, 1056, 1057
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Minneapolis-Honeywell Regulator Co., 2747 Fourth Ave., 1071, 1072
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Morris & Eckels, Inc., 238 N. Franklinton Rd., Baltimore 925
23, Md.
Motorola Communications & Electronics, Inc., 4501 W. 1055
Augusta Blvd., Chicago 51, Ill.

ATOR
ation, Inc., 512 S. Peoria St., Chicago 7, Ill. 322-323
National Dryer Corp., 360 Ashburton Ave., Yonkers, 1023, 1024
National Metal Products Div., 500 S. 15th St., Phoe- 162, 163
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Inc., 332 Cass Ave., Mt. Clemens, Mich. 580-582
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s, Div. of Japan Silk Mills, 5428 Wyalusing Ave., 960
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Kaufmann, 2979 Marion Ave., New York 58, N. Y. 173
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Chicago, Ill.
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Harrisburg, Pa.
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National Indemnity Exchange, 3820 Washington Blvd., 977
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& Cooke Ave., Norfolk, Va.
Newhouse Specialty Co., Inc., 3827 San Fernando Rd., 373, 374
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Pan-Tex Mfg. Corp., P. O. Box 660, Pawtucket, R. I. 751-755
801-805
Pellerin Milnor Corp., P. O. Box 19264, New Orleans 19, 669-676
La.
Pennsalt Chemicals Corp., 33 Penn Center, Philadelphia 423, 424
2, Pa.
Per Corp., 25 Columbia St., West Orange, N. J. C-3
Perdrix Machinery Sales Co., Inc., 47 Vine St., Cincinnati A-8
2, Ohio
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Philadelphia 7, Pa.
Philco Corp., Commercial Laundry Div., C & Tioga Sts., C-2
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Pinnacle Products Corp., 168 Tarrytown Rd., Elmsford, 82, 83
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Piolet Button & Novelty Corp., 2537 Amsterdam Ave., 182
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Pittsburgh Hanger Co., Monaca, Pa. 579
Pittsburgh Tag Co., P. O. Box 6124, Pittsburgh 12, Pa. 904
Pre-Marked Strip Tag Co., P. O. Box 2430, San Diego 12, 1060
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Press-ette Mfg. Co., 30821 Franklin Rd., Birmingham, 73
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Procter & Gamble Distributing Co., P. O. Box 599, Cin- 856, 857
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Prosperity Co., P. O. Box 671, Syracuse 1, N. Y. 451-457
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Quality Products Co., 4248 N. Elston Ave., Chicago 18, 312, 313
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R & W Specialty Mfg. Corp., 504 Metropolitan Ave., 222, 223
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Rassenfuss Bag Co., 1904 Grove St., Glenview, Ill. 963
Registered Shirt Laundry Association, 38 E. 57th St., New 5
York 22, N. Y.
Reliable Laundry Supplies, 7131 W. 60th St., Chicago 89
38, Ill.
Reliable Machine Works, Inc., 238 Eagle St., Brooklyn, 461-463
N. Y.
Rema Corp., P. O. Box 86, Norwalk, Conn. 576, 577
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W. A. Roper Supplies Co., 100 Ohio River Blvd., Pitts- 85
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Rosenthal Mfg. Co., 5033 N. Kedzie Ave., Chicago 25, Ill. 773
F. H. Ross & Co., 3930 Glenwood Dr., P. O. Box 1750, 677, 678
Charlotte 1, N. C.
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Schmidt Mfg. Co., 280 North St., P. O. Box 560, New 974, 975
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Scientific Packaging Corp., 40 Blanchard St., Newark 5, 10
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Shaver Boiler & Equipment Co., P. O. Box 7251, Fort 63
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Shields Engineering & Mfg. Co., 277 E. 156th St., Cleve- 459, 460
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Morey Seldin Machinery Corp., 5999 E. 56th St., Indian- 961, 962
apolis, Ind.
Signal Chemical Mfg. Co., Inc., 5020 Richmond Rd., Bed- 881, 882
ford, Ohio
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Speed Check Co., Inc., 551 Glenn St., S. W., Atlanta, Ga. 905-908
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Stadham Co., Inc., 1825-31 N. 20th St., Philadelphia 21, 861, 862
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ford, Conn.
Standard Change-Makers, Inc., 422 E. New York St., A-4, A-5
Indianapolis 2, Ind.
Standard Financial Corp., 530 Fifth Ave., New York 36, 275
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Sta-Nu Corp., 5111 N. Sheridan Rd., Chicago 40, Ill. 431, 432
Stauffer Chemical Co., 380 Madison Ave., New York, 59
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Sterling Supply Corp., 5699 Rising Sun Ave., Philadelphia 780-782
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R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill. 719-721
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Stry-Lenkoff Co., 815 E. Market St., Louisville, Ky. 481, 482
Super Laundry Machinery Co., Inc., 1113 W. Cornelia 528
Ave., Chicago 13, Ill.
Temco Industrial, Div. Temco Electronics & Missiles Co., 1009, 1010
P. O. Box 6191, Dallas, Tex.
Textile Marking Machine Co., Inc., 2204 Erie Blvd., E., 473-476
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Thompson & Sons, Inc., 8130 W. 47th St., Lyons, Ill. 54
Tillery Container Corp., 6000 Wilson Ave., Kansas City 328
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Time Savers, Inc., 83-99 Walnut St., Montclair, N. J. 774-776
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Triple M, Inc., Converse Pl., Winchester, Mass. 1029
Troy Laundry Machinery Div., American Machine & Metals, 851-853
Inc., East Moline, Ill. 901-903
Unimac Co., 802 Miami Circle, N. E., Atlanta 5, Ga. 329-332
Unipress Co., Inc., 2800 Lyndale Ave., S., Minneapolis 8, 651-654
Minn. 701-704
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Warco Laboratories, 13609 S. Normandie Ave., Gardena, 74, 75
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Water Refining Co., Inc., 104 Manhattan St., Middletown, 1076
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Weave Masters, Banasch Button & Supply Co., 125 W. 14
Fifth St., Cincinnati 2, Ohio
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Western Laundry Machinery Co., 10th & Fayette Sts., 464-466
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White Machine Co., Inc., 50 Boright Ave., Kenilworth, 969-971
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Va.
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Wilco Sales Co., 6944 Prospect Ave., Kansas City, Mo. 172
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N. J.
Wyandotte Chemicals Corp., Wyandotte, Mich. 524, 525
Zeolux Corp., 261 Madison Ave., New York 16, N. Y. A-1
Zimmerman Products, 2519 Burnet, Cincinnati 19, Ohio 713, 714
Zuckerberg Co., 87 Franklin St., New York 13, N. Y. 425

for RUGGEDNESS...for ENGINEERED EFFICIENCY

there is no equal
of the famous
"no-maintenance"



WASHER

We call it the "no-maintenance" washer simply because C/L washers need no maintenance! C/L's extra rugged construction and C/L's superb engineering have created a line of washers that are establishing new performance standards in the industry! Every C/L washer is individually built to meet the specific requirements of your washroom as to cylinder type and door type, height of

front and size of washer. (C/L washers ranging from 24" x 24" up to 66" x 170" are now in operation.) C/L washers are available with any desired degree of automation ranging up to completely automatic feeding of supplier. Most important of all: Only C/L gives you the famous 5-Year Guaranty on the important points listed below! These are C/L exclusives and most are patented!



ILLUSTRATED:

C/L 60" x 126" Pullman Slide-Out Washer with 6 compartments and 6 doors. Double-end drive. Special low front design for rapid, effortless unloading into extractor cans or sling-forming containers. Like all C/L washers, this model is also available with sliding doors instead of hinged doors.

Thinking Slings? Write for free brochure
"The Fascinating Money-Saving Story of
the C/L Sling Ring"!

5-YEAR GUARANTY
on these 6 vital points

- C/L Evertite Cylinder Door Lock
- C/L Automatic Shell Door
- C/L Sealomatic Trunnion Seal
- C/L One Piece Alloy Steel Trunnion
- C/L Rigid Frame
- C/L Stainless Steel Cylinder

Unconditionally guaranteed against all defects except those caused by faulty operation!



CUMMINGS-LANDAU

Laundry Machinery Co., Inc.

5-17 Ten Eyck Street, Brooklyn 6, N. Y. TEL. HYacinth 7-1616 • Cable Address: "CUMLAMAC"

WESTERN LM's

Continued from page 42

oped since World War II. Up to this time there had been very little research done on supplies, but since then faster washing equipment created the need for products that would meet the users' needs.

Record Keeping: Paul Wolf, laundry manager, Cedars of Lebanon Hospital, Los Angeles, spoke on the importance of keeping accurate records

as a means of combating outside pressures from commercial laundries. It now is increasingly important for the institutional laundry manager to keep adequate records of all costs, in order to give institutional administrators an accurate picture of the laundry operation, for comparison with outsiders' claims.

Brian Adlington, administrative director, Cedars of Lebanon Hospital, also stressed the need for adequate record keeping during in-use testing

of all types of linens. He urged laundry managers to avail themselves of the many sources of testing methods and textile information in order to learn the life expectancy of linens.

Harry Cohen, *Cleaning and Laundry World*, later expanded on "How To Prolong Linen Life."

Surgery Packs: Eugene West, Dennison Manufacturing Company, spoke on the use of paper packs for surgery. He claimed one wrap of paper is equal to two wraps of muslin, and gives superior penetration of steam during autoclaving. Furthermore, he said, paper wraps are less than half as expensive, take less space, and can be prepared faster.

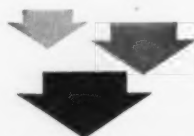
Vivian Warren, surgery supervisor, White Memorial Hospital, answered the question "Does It Pay To Make Surgery Packs in the Laundry?" with a decided "yes." It promotes cleanliness by restricting lint to laundry areas and saves skilled surgery help for more fruitful purposes.

Ironer Tapes: Lee Benjamin, Narricot Corporation, talked about a unique way to "weld" Dacron ironer tapes, using a heat punch device. This results in a flat connecting surface which is said to be superior to the use of knots or staples for longer cover life.

Personnel Relations: Eddie Faunce, director of public relations at Inter-Community Hospital, gave these ideas on how to get along with people in the course of daily business. (1) Have basic respect and concern for other people. (2) Don't try to win arguments—leave the door open for the other person to change his mind and save face. (3) Remember most employees want credit for work done above everything else. Be quick to show appreciation for favors, or jobs well done. (4) Be honest, sincere and diplomatic.

Production Tips: Morris Silverman, general services manager at the Rancho Los Amigos Hospital, offered a short cut in sterilization of rolling stock. Instead of hand-scrubbing he suggested a "wash rack" idea, using steam and water to speed the job and save labor costs. He also stressed the use of conveyors, color-coding for faster identification, etc.

Glen Henry is president of the Institutional Laundry Managers of Southern California.—Lou Bellew



NOW! THE KEY TO FULL PROFITS ON TODAY'S SMALL BUNDLE! *now you can go after the piece-price partial bundle your customers want to send! a whole new system of modern laundry management, based on a new identification system...*

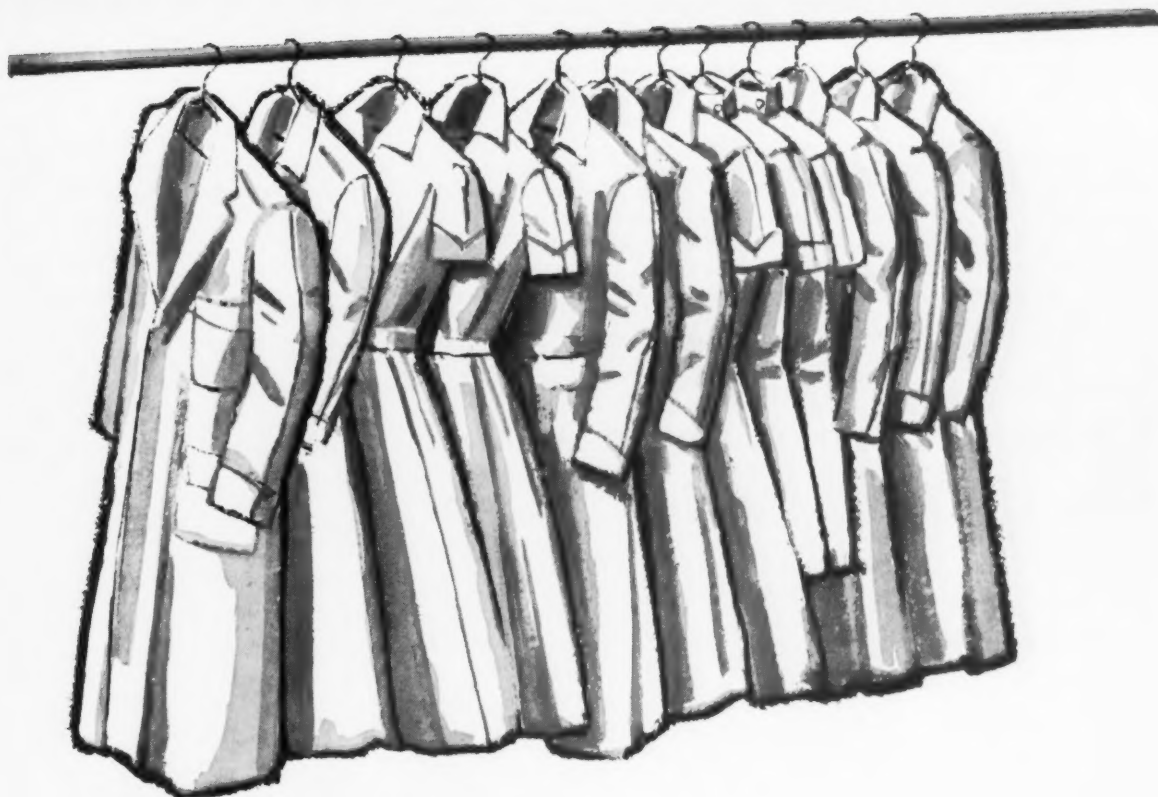
THE KEY-TAG LOT CONTROL SYSTEM

Now you can handle both the large family bundle and the small piece-price bundle at the same new low cost—make the same full profit on both. Easy to maintain a 2 or 3 day delivery schedule. Big new savings in all departments and services. Allows simplified billing and payroll methods. Key-Tag Lot Control combines the best of "pin and net" with selective full identification in a simple, foolproof plant-wide system. 100% mechanical check on everything—always. No human error. Cut identification help up to 40%. Use green labor. Train mark-in girls in 4 hours. Full nets—full wheel loads.



Write for the lot control story

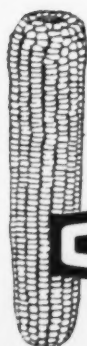
THE KEY-TAG CHECKING SYSTEM CO.
6509 HOUGH AVENUE — CLEVELAND 3, OHIO



One "size" fits all jobs

That size, of course, is CLINTON C & A STARCH . . . the starch that needs no expensive additives. Just vary its concentration to suit various fabrics. Uniforms, smocks, overalls and linens gain customer-pleasing smoothness and crisp, clean texture. All purpose C & A STARCH cooks in only 10 minutes after bringing to a rolling boil and never builds up on presses or ironer rolls. That means you always get fast, trouble-free production. To speed operations and produce perfect finishes on *all* industrial and professional fabrics, try uniform, waste-free CLINTON C & A STARCH.

Watch Clinton
for new product
developments



CLINTON CORN PROCESSING COMPANY

CLINTON

CLINTON, IOWA

HAVE YOU HEARD the latest . . .

Help stamp out tumbler riding. The growing incidence of people found in coin-operated drying equipment doesn't help the self-service laundry's cause. We may have something on our hands which is comparable to the poly panic of a year ago. ▲

Quality-minded plantowners will be very much interested in AIL's *Service Bulletin #539* which points out that it's safer to launder linens in pinned nets than to wash them "loose." Quite dramatically, Lee Johnston's study reveals that damage to loose sheets appeared after only 15

washings whereas the netted sheets went through 95 washings before the first holes appeared. ▲

This year the Federal Government, industry, and states and communities will spend \$11,260,000 for air-pollution research, according to the Robert A. Taft Sanitary Engineering Center in Cincinnati. ▲

Three-fourths of all mothers covered in a recent U. S. Department of Agriculture's marketing survey reported that their children had worn wash-and-wear garments, and praised the easy-care features of this type of clothing. The 4 in 10 users who had some criticism referred to the necessity for some ironing. The majority didn't have any particular preference as to wash-and-wear materials but better than one-quarter voted for all-cotton. ▲

Mechanical failure declined as possible cause of highway accidents in 1959, according to Traveler's Insurance Companies. But bad brakes still top the list, and steering defects rank second. ▲

The International Nickel Company's fall brochure mentions the Brunswick Laundry of Jersey City, New Jersey, in an article titled "Are Electric Cars Coming Back?" Brunswick uses 28 electric trucks to cover its city routes and some of them have been in service nearly 50 years. ▲

Some 51 million homemakers in the United States wash 1.5 billion pounds of laundry at home each week. A recent study by the University of Illinois Agricultural Experiment Station entitled "How 600 Illinois Women Do Their Laundry" revealed that 65 percent were using "grossly inadequate amounts of detergent" to remove soil effectively or to keep it from being redeposited during the washing procedure. ▲

A Du Pont survey shows there are almost 21,000,000 women working today and about one out of every four wears a uniform on the job. ▲

For GREATER Coin Laundry Profits . . . the UniMac 500!



UniMac is the heavy duty equipment making big profits for coin laundry operators everywhere.

The versatile UniMac is preferred by customers because it lets them Custom Wash anything they please as they please, cleaner and twice as fast as with any other equipment.

Operators prefer the UniMac 500 because it is unmatched for trouble-free performance and profit-producing features.

SEE

the UniMac 500 in Action!
BOOTHS 329 - 332
NID Convention-Exhibit
Philadelphia
February 2 - 5

Write Today for FREE Color Brochure DEPT. S-11



UniMac Company

802 Miami Circle, N. E. • Atlanta 5, Georgia

Clear up dye-stained loads faster, easier

with YellowGo®

...the stripper you can use right in the wheel



A whole load of wash stained by running color is a big headache. But *YellowGo* can save you a great deal of time and trouble. With *YellowGo* you don't have to pull the load from the washer and strip it piece-by-piece. Instead you use *YellowGo* right in the wheel and strip the whole load all at once. And, remember, only *YellowGo* can be safely used in any monel metal, stainless steel or wood wheel — side-loading or open-end type. *YellowGo* comes in quarts, gallons and carboys . . . order some today from your jobber.

FREE "How-To" Sheet No. L-1 tells exactly how to strip dye-stained loads in the wash-wheel. Write today for your copy

A. L. WILSON CHEMICAL CO.
KEARNY, NEW JERSEY



are our only business

ALLIED **trade** NEWS



COURTNEY AND GIANAKOS



ALFRED W. NUNN



IRVING BERKELHAMMER



ROALD FLATER

The Prosperity Company, Syracuse, N. Y., announces a new system of distribution this month which should place delivery and service on equipment and parts "as close as our customers' nearest telephone."

The system, as described by the firm's president, Fred I. Courtney (shown inspecting the production line with, rear, executive vice-president Nicholas C. Gianakos), calls for a semi-indirect sales organization using exclusive franchised distributors throughout the 50 United States and Canada and the best of Prosperity's field personnel. With the changes in the distribution system, the company anticipates a 15 percent increase in business this year.

"The distributors," says Mr. Courtney, "were carefully selected for their sound business reputation and financial strength. They are the leading dealers of laundry and drycleaning equipment in their respective areas. Prosperity will back them up in their service to their customers with regional managers, district managers and service engineers. All of these men are the most highly trained and skilled in the field. This new, most advantageous arrangement creates a cooperative, product-market relationship never before available to our industry."

The change-over, effective January 1, has been thoroughly researched and studied from every angle for the past two years, under Mr. Courtney's reorganization program.

The management of The Prosperity Company—said to be the largest single manufacturer of laundry and drycleaning equipment in the world—believes that to stay dominant, it must serve its customers well.

"We're in an expanding economy," says Mr. Courtney, "and our future looks bright indeed. But in order to realize our potential, we had to maintain a high degree of production and, what's more important, give our customers exactly what they want. We think we have the answer with our new plan."

As in the past, Prosperity will continue to furnish plant-owners with plant planning assistance, instructor-demonstrators, business counseling and financial-leasing aid. But this assistance will now be given through some 35 to 40 distributors.

In accepting their exclusive franchise, the company's distributors agree "to carry an adequate inventory of spare parts, to staff and maintain an adequate service department

with properly trained personnel, and to provide prompt efficient service to all users of Prosperity equipment in their franchised territories."

In short, Prosperity's district men will assist the distributors in this new sales-service program to cut customers "down-time" to an absolute minimum.

Letters have already gone out to laundry and drycleaning plant operators in exclusive franchise areas, notifying them of the change-over.

Alfred W. Nunn, with Hoffman International Corporation for 14 years, has been named manager of the company's Export-Import Division. In this post he will coordinate sales and administration for the Hoffman International branches and distributors in 49 countries. His recent appointment is part of the company's expansion program for its export-import division.

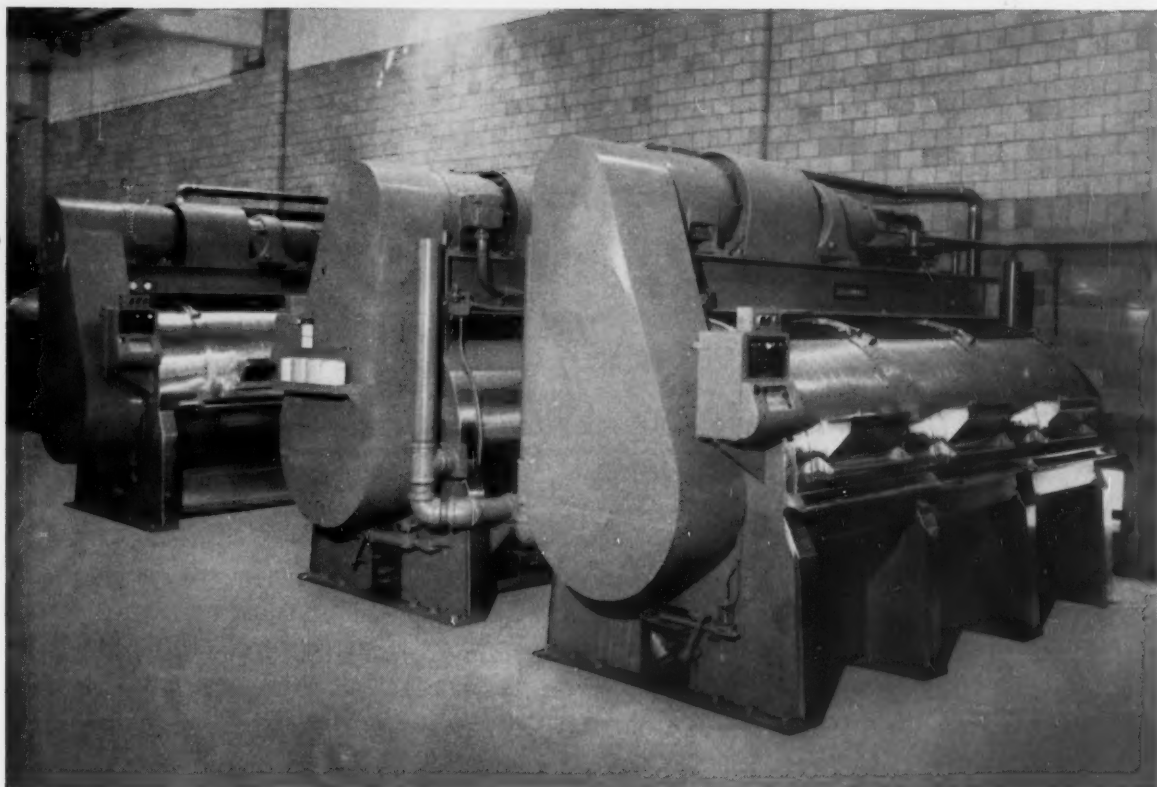
United Brass Works, Inc., Randleman, N. C., manufacturer of valves, parts and fittings for the laundry and drycleaning industries, is celebrating its fiftieth anniversary this year. President Irving Berkelhammer has been with the company almost since its beginning, joining the firm in 1918.

Unipress Company, Inc., has appointed Roald H. Flater director of sales and marketing. Before joining Unipress, he was vice-president of an Illinois cleaning equipment company. Mr. Flater has been associated with the industry for seven years.



Tuchman Cleaners Cooperative Advertising Plan recently conducted its first annual advertising seminar in Indianapolis. Fourteen Midwest cleaning and laundry plants were represented.

Attending were, back row: Del and John Olmstead, Teasdale Cleaners, Cincinnati; Richard Armstrong, Home Laun-



*Hershey Laundry cuts labor costs 50% with **WASHEX***

WASHER-EXTRACTORS

It's a fact! By replacing their conventional washers and extractors with three 600 pound WASHEX Machines, Hershey Laundry* has cut labor cost 50%, yet produces more work in fewer hours.

...reports Mr. T. R. Banks, Vice President of Hershey Estates, "We now confirm the wisdom of our decision to modernize our washroom with WASHEX laundry washer-extractors. In addition to the labor savings, we have realized sizeable savings in time and costs for water and utilities from the shorter WASHEX formulas. Each man now handles two to three times more volume than before, yet the reduced effort and improved working conditions have boosted the morale of our help."

Yes, you too can realize money-saving benefits from WASHEX laundry washer-extractors! Write for brochure SB-141. No obligation, of course!

WASHEX LAUNDRY WASHER-EXTRACTORS
are available in capacities from 250-600 pounds.

WASHEX MACHINERY CORPORATION

● 192 BANKER STREET, BROOKLYN 22, N. Y. ●



Large doors and easy, slide-out unloading are exclusive features of WASHEX machines.

*Hershey Laundry handles hospital and hotel linens, industrial uniforms, and family work.

Bulldog



KOMBI®

ALL-IN-ONE PRESSING UNIT



It's New!

The 1961 KOMBI—with the Sensational NYLON-ASBESTOS* COVER CLOTH...developed and made for our EXCLUSIVE use by U. S. Rubber—

***NO OTHER MANUFACTURER HAS THIS COVER!**

- Non-slip surface for top quality finishing
- Thicker foam rubber pad... virgin fiberglass insulation
- Lasts 4 months... and longer
- Exclusive! Cover made specially for us. Finest nylon and asbestos
- Steel rings for attaching springs
- Priced lower than cotton pads and cover

Jobbers, Distributors—DON'T WAIT!

Write, wire or phone...we will rush your samples of this NEW Bulldog KOMBI

Booths
225-226
N.I.D.

X. S. SMITH, INC.
RED BANK • NEW JERSEY

dry, Richmond, Ind.; Fred Tuchman, Tuchman Cleaners, Indianapolis.

Shown against the wall are: Howard Levine, Sid Tuchman and Merwin Dechter, Tuchman Cleaners; inside row left: Jim Plymate, Plymate Cleaners, Shelbyville, Ind.; Joe Cook, Home Laundry; Walter Boone, Boone's Cleaners and Laundry, Elizabethtown, Ky.; Roy Sillings, New Albany Steam Laundry and Cleaners, New Albany, Ind.

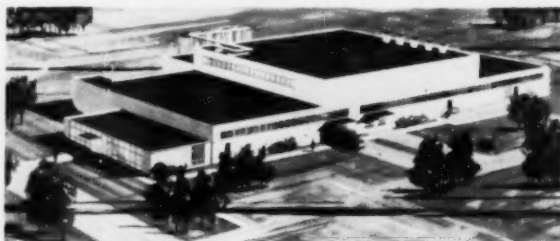
Inside row, right: Chuck O'Connor and Jack Worland, Plymate Cleaners; Richard Jessup, Home Laundry; Bud Suverkrup, Benzol Cleaners, Columbus, Ind.

Outside right, front to back: Glenn Plymate, Plymate Cleaners; Harold Hudlow, West Side Cleaners, West Lafayette, Ind.; Fred Adamson, Adamson's Cleaners, Brazil, Ind.; Lee Leonard, Home Laundry and Cleaners, Bloomington, Ind.; Dude Noble, Hoosier Cleaners and Laundry, Elkhart, Ind. Not shown are: Jack Follwrath, Perfection Laundry, Springfield, Ohio; Earl Eggleston, Union Sanitary, Middletown, Ohio, and Robert Leonard, Home Laundry, Bloomington.

Portmar Water Heater Company's line of water heaters, shown in its ad in our Guidebook issue last October as ranging from 300 to 600 G.P.H., should have read 300 to 6,000. Somehow, a zero got lost without being missed.

The error became an object lesson in the "advertising mistake" theory—the theory that an error sometimes attracts additional attention. The Portmar people report that the theory is true but, for the record, wish to assure everyone that their line covers a much greater range than was shown.

Helpee-Selfee Coin Laundries, Inc., St. Louis, has been appointed distributor of Frigidaire coin laundry equipment for central and western New York State. The company already distributes Frigidaire coin-op equipment through Missouri and eastern Illinois. Offices are now being opened in Buffalo, Rochester and Syracuse, New York.



Wyandotte Chemicals Corporation is constructing this new J. B. Ford Division plant in Scarborough Township near Toronto, Ont., Canada.

The new plant will manufacture the complete line of Wyandotte cleaning, washing and sanitizing products, to meet the needs of the expanding Canadian market, and as part of the company's long-range planning program.

Pinnacle Products Corporation, distributor of Polymark laundry marking systems and Permac drycleaning machines, has opened a new Midwest sales and service office at 321 N. Loomis St., Chicago. Staffing the office are Robert L. Paul, director of sales, and Kenneth Robinson, chief engineer.



Excelsior Machinery Company has been appointed distributor for the complete line of Unipress laundry finishing equipment for the state of Michigan, excluding the Upper Peninsula. The company is located at 6175 Vermont St., Detroit.

Ironrite, Inc., Mt. Clemens, Mich., is expanding its sales organization with additions to its marketing staff.

Richard E. Siegle has been named district sales manager for the Denver area, covering Colorado, Nevada, New Mexico, Utah, Wyoming, and parts of Arizona, Oregon, Nebraska, Montana and Idaho. Donald R. Matthieson is the new district sales manager for the southern counties of California, including the Los Angeles area. Karl O. Shore is now district sales manager of the Philadelphia area, including Virginia, Maryland, the District of Columbia and parts of Pennsylvania, New Jersey and New York.

Other appointments to the growing staff include Thomas Sterck, district sales manager, New York area, and Don S. Hartnett, district sales manager, New England. New sales representatives are Philip Ramsdell, Michigan Lower Peninsula; William M. Thorson, Southeast; Thomas H. Pipkin, Texas, parts of New Mexico and most of Oklahoma; William M. Gardiner, in charge of sales for the Northwest.



Anderson-Prichard Oil Corporation and the **Commerce Petroleum Company**, Chicago, recently held a joint solvents sales conference. Latest technical developments from APCO and their application to solvent sales were discussed.

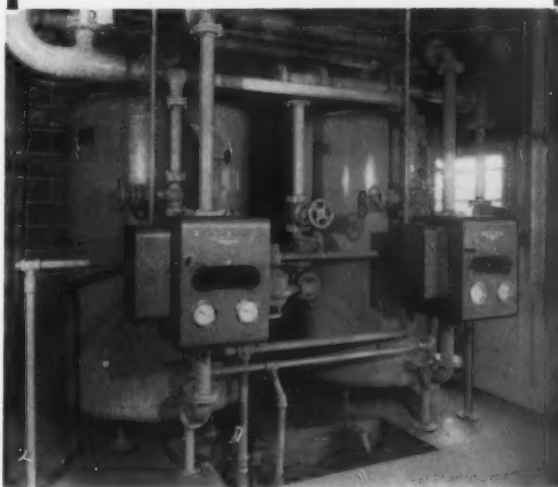
Seated left to right: Karl Holdefer; J. Loeffler; M. D. Beck; C. A. Gault, APCO, Oklahoma City. Center: R. R. Johnson, APCO, Chicago; Ed Kaberna; W. G. Hume, APCO, Oklahoma City; Cy Rossen; J. M. Harris; D. D. Rubek, APCO, Chicago. Top: C. A. Cotter, Jr., APCO, Oklahoma City; John Roy; Frank Schuster and Paul Fugami.

Curtis Manufacturing Company, Pneumatic Division, St. Louis, has appointed Hempel & Hogle of Marcellus, N. Y.,

MORE THAN 4,000 LAUNDRIES*

USE

INVERSAND ZEOLITE WATER SOFTENERS!



Here's Why . . .

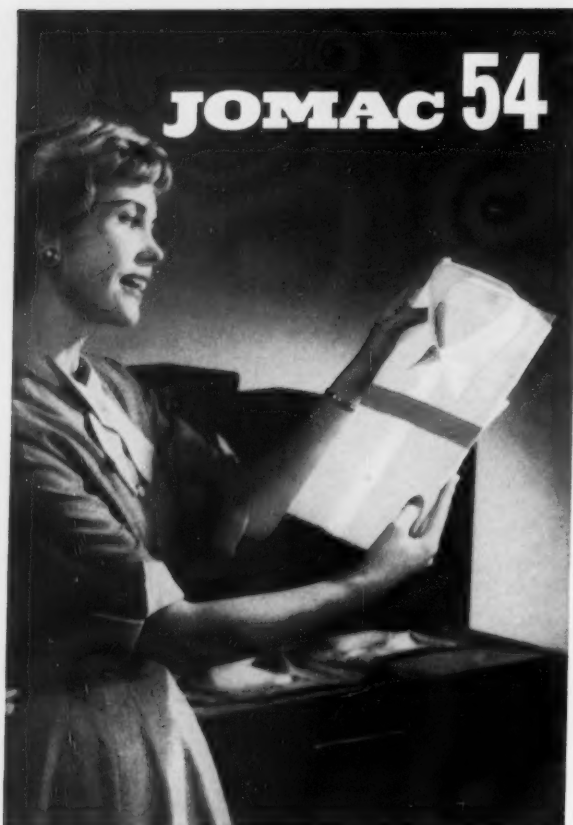
- Over 200 sizes—one for every flow and capacity
- Manual or automatic operation
- Single or multiple units
- Your selection of six different zeolites
- Unequalled field service
- Prices and terms to suit most budgets

** Suitable for both commercial and institutional laundries. Send for Bulletins giving full details—or ask to have Representative call without obligation. Specialists for 50 years in the economical over-hauling, rebuilding, and modernizing of all makes of water softeners.*



HUNGERFORD & TERRY, INC.

CLAYTON 8, N. J.



keeps them smiling—and coming back for more!

Your customers may not know why you turn out a better job, but one of the big answers is Jomac 54. On your body presses and collar-and-cuff machines, its long-wearing loop-pile fabric gives free passage to steam and hot air. That, plus its scorch resistance, absorbency and resilience, means an outstanding job—one to bring customers back time after time.

Users report that Jomac 54 cuts downtime 75% . . . reduces press padding costs from 25 to 40%. There are no broken buttons, no crow's-feet, no wrinkles. No wonder smart laundry operators swear by it! Get Jomac 54 Press Padding from your nearest laundry distributor. Write for his name and address. Jomac, Inc., Dept. I, Philadelphia 38, Pa.

24-K Press Padding and Jomac 33 also available



**NO BROKEN
BUTTONS**



NO CROW'S-FEET



NO WRINKLES

JOMAC 54

PRESS PADDING

industrial sales representatives for Curtis Industrial Division products. Sales and service will take in all of New York State except for several southeastern counties.



ROBERT G. BORCHERY



DEWEY REED

C & C Manufacturers and Distributors, Inc., Dallas, has appointed Robert G. Borchery sales representative for the Midwest area. Mr. Borchery's headquarters are at 3773 W. 129th St., Cleveland, Ohio.

Davies-Young Soap Company has appointed Dewey Reed, Jr., sales representative in Arkansas and West Tennessee.

Diamond Alkali Company has appointed Stanley B. Honour sales manager of the International Division. His promotion is part of a program to increase Diamond's emphasis on

foreign marketing activities and to effect greater efficiency in the company's International Division.

Clesco National Products, Inc., has moved its national sales offices to its factory at 249 W. Mitchell Ave., Cincinnati 32, Ohio. According to Alan Foster, company president, the firm has been acquired, under his management, as a separate organization, free from previous affiliations.

Clesco will concentrate on the manufacture and distribution of Jet coin-operated equipment. At present, the company is proceeding with the development of a coin-operated drycleaning machine.

Hungerford & Terry, Inc., Clayton, N. J., has named R. G. Weston New England sales manager, with headquarters at 246 Walnut St., Newtonville 60, Mass.

The company has also appointed H. R. Meyers sales representative for northern Florida and southern Georgia. Mr. Meyers had been New England sales manager for the company for the past 30 years.

Raymond Sager has been appointed to the newly created position of manager of marketing planning for Colgate-Palmolive Company, Associated Products Division. Succeeding him as regional manager of the South Central Associated Products region is Paul W. Clifford, previously South Central supervisor. Replacing Mr. Clifford is William C. Montgomery, a former salesman for the region.

L & A Water Conditioning, Inc., has appointed Howard G. Egginton manager of its Eastern Division. He will be headquartered at Newton, Mass. Mr. Egginton is a water conditioning engineer with 19 years of experience.

NEW PRODUCTS—Continued from page 6

white and colored classifications of industrial garments, greasy shop towels and wipers, heavily grease-soiled and stained linen supply work. The manufacturer also recommends it for removing perspiration and deep-set stains from shirt collars and cuffs.

Laundry and Textile Department, J. B. Ford Division, Wyandotte Chemicals Corporation, Wyandotte, Mich.

PACKAGED BURNER-BOILER

Petro Pac 300 Series burner-boiler packages are of three-pass wet-back design; combustion products travel through the entire boiler three times and rear furnace is completely water-cooled. B.t.u. range is from 670,000 to 3,350,000. Refractory material has been eliminated from all areas except for a small amount around the burner head. The Petro Pac 300's come ready to install with steel skids, steel-jacketed insulation, cleaning tools, observation port.

Petro, 3170 W. 106th St., Cleveland 11, Ohio.

AIR INFORMATION OFFERED

A four-page kit on laundry air systems helps check present systems for possible trouble spots. The kit includes proper hook-ups, how to determine most efficient layout, and charts on causes of pressure loss.

Robert Wisser, Wilkerson Corporation, 1237 W. Mansfield, Englewood, Colo.

STORAGE BOOKLET

Haertel's "Answer to Extra Vault Profits" booklet is designed for plantowners who wish to expand into the fur and garment storage field.

Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis 8, Minn.

COMPACT FLATWORK IRONER

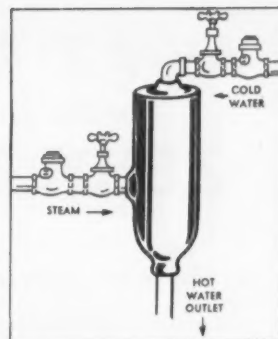
A new compact gas-heated flatwork ironer, available in 110- and 60-inch widths, is designed for plants ironing 300-600 pounds per day. Ironing speed is variable from 8 to 26 feet per minute.

Gasway Corporation, 6463 Ravenswood Ave., Chicago 26, Ill.

STEAM-WATER MIXER

Economy Mixer of stainless steel is a direct-diffusion steam and water mixer to provide hot water without tank or heater. The mixer is hooked up to the cold water and steam lines. Steam mixes directly with the cold water, heating it as required. The steam is used as additional hot water so no return system is needed.

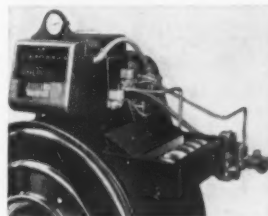
Conant Bros. Company, Inc., 427 Riverside Ave., Medford 55, Mass.



SUPPLY INJECTOR

Jetro Control is mounted right on the washer, automatically injects supplies at predetermined intervals. A formula chart governs the washing cycle. Charts for different formulas are interchangeable. The Jetro Control admits water for each bath, times and drains baths, adds soap and two suds baths, also bleach, sour and blue as desired. During filling time the control stops until the correct water level is reached.

American Laundry Machinery Company, Ross and Section Aves., Cincinnati 12, Ohio.



NEW MARKING INK FORMULA

National Fantom-Fast Ink, formula No. 103-R, replaces all previous Fantom-Fast Inks. The new formula is said to stay legible on dark colors, on synthetic materials, on wash-and-wear fabrics, and in the pres-

ONLY

MIRACLE WATER

SAVE

On
Equipment
Investment
Installation
Costs
Operating
Costs

SERVICE

Factory
Representatives
for Service
Located
Throughout
the
United States



Model MA-600FF

AUTOMATION CAN DO YOUR WATER CONDITIONING JOB!

Thiomatic

3 Units In 1

Fast-Flo

Capacity

Compact

Guaranteed

Electrically operated, completely automatic control of times and frequency of regeneration. Pushbutton adjustment of control when demand fluctuates.

No Hardness, No Rust, No Stain-Causing Impurities. Continuous refined water 24 hours a day. Clean, dry, self-feeding salt supply with metered brine. No float or valving in salt or brine.

Flow rates of 100 gallons per minute at 40 psi. Full 2 inch flow. Expandable to 6 inch line by addition of modular units.

Basic MA 600 FF unit removes up to 600,000 grains of hardness daily. Capacity expandable by economical addition of modular units tied into one unified system.

Optimum utilization of mineral and multiple-bed alternating regenerations eliminate bulkiness. Installed by one man in a few hours in confined, separated, isolated or waste areas. Equipment will pass through any 29" doorway.

Written 10 Year Warranty on ALL Parts. Straightforward, workable, generous. Applies to water tank, brine tank and all other parts.

**OBSOLETE
Single Bed
Water Softeners**

This equipment is available through your distributor or
WATER REFINING COMPANY, INC.

104-2 MANHATTAN STREET • MIDDLETOWN • OHIO

Affiliate: Sovereign Water Conditioners of Canada, Ltd. Toronto • Ontario

AWAY GOES YOUR APRON PROBLEM with the **ZEIDLER APRON "SUR DRIVE"** for Flatwork Ironers

- No more wrinkling
- No more slippage
- No continual tightening

No matter how many "miles" of flatwork, your Zeidler "Sur-Drive" will avoid wrinkling and slipping . . . will eliminate the re-tightening that shortens apron life!

The "Sur-Drive" is a spiral wound material having a special "pebble finish." It is easily installed by your own engineer on both upper and lower drive rolls. The pebble finish assures true-tracking of both aprons—in fact, we guarantee both aprons will track together!

"Sur-Drive" is supplied in lengths to fit all standard apron drive rolls. Order enough for all your ironers now!

FEED RIBBON "SUR-DRIVE" FOR LONGER RIBBON LIFE AT LOWER COST

A special rubber material which is cemented to ribbon drive roll and prevents slippage of Feed Ribbons, thereby eliminating wrinkles that slipping ribbons cause. Used and endorsed by scores of leading laundries. Furnished in complete kit, ready for easy installation by your engineers. Write for price.

GET FULL DETAILS ON THE "ZEIDLER" LINE

- "Duro" Spring Pads for Laundry Presses (including Cabinet Types)
- Stripping and Guide Device for Ironers
- Steel Spring Cushions for Chest-Type Ironer Rolls
- Doffer Rolls
- "Perma" Spring Pads for Drycleaning Presses.

Available from your distributor or write

ZEIDLER

MANUFACTURING COMPANY

633 CONCORD AVENUE, MAMARONECK, N. Y.

ence of excessive fluorescent brighteners.

The National Marking Machine Company, 4026-30 Cherry St., Cincinnati 23, Ohio.

COMPACT TRUCK

The International Harvester Scout, a compact vehicle with an integral pickup body, detachable hardtop cab and detachable doors, will also be available with a detachable steel enclosure for load-space area. Wheelbase measures 100 inches, over-all length less than 13 feet.

International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.

NEW NYLON NETS

The TC840 nylon net utilizes nylon tire-cord yarn for strength and stability. Open-mesh design is said to eliminate need for a special pinning top. The X-15 is a 260 denier knit net made on tricot knitting machines in full 24-by-36 size, heat-set to avoid shrinkage.

Paul J. Ellis, Whitehouse Nylon Products, 360 Furman St., Brooklyn 1, N. Y.

GENERATOR LITERATURE

Form 3562 illustrates and describes the new Petro Pac dual-fuel (gas-oil) firing sealed firebox generator that produces 396,000 to 1,800,000 B.t.u.

Petro, 3170 W. 106th St., Cleveland 11, Ohio.

DRAPE FOLDER

Pleat-A-Drape is said to enable one person to produce up to 200 drapery pleats per hour. The power-operated unit handles drapes up to 96 inches long. Shipped fully assembled.

Vanbar Company, 519 N. Monroe St., Decatur, Ill.

SPRAY STARCHES

Aero-Spray starches, recommended by the manufacturer for light starching of wash-and-wear fabrics, comes in three grades: one requires cooking; one is pre-cooked, the third pre-cooked and in concentrated liquid form. Suggested formulas and technical data are available.

National Starch and Chemical Corporation, 750 Third Ave., New York 17, N. Y.

LONG-TERM LEASE

Laundryowners can now lease equipment for terms ranging from 6 to 12 years under a new plan. The reported average

length of most leases is 3.7 years.

Department LT, Nationwide Leasing Company, 11 S. LaSalle St., Chicago 3, Ill.

NEWS ABOUT people

NORTHWEST

John U. Kowalski has purchased Devils Lake (N. D.) Steam Laundry and Majestic Cleaners, 307 Fifth St., from Mrs. Byron Johnson. Mr. Kowalski is a graduate of the AIL and the NID.

Mr. and Mrs. Charley Hill, operators of 12-Mile Laundry, Gresham, Ore., have announced the installation of coin-operated equipment. The Hills will continue to provide complete laundry service.

Clifford S. Knudson has been issued a business license for establishment of a laundry at 4350 S. E. Milwaukie Ave., Portland, Ore.

Mr. and Mrs. Frank L. Rosenau, owners of IXL Laundry, 601 E. Fourth St., Reno, Nev., have announced its sale to Palace Laundry of Sacramento. The name of the firm will remain the same.

WEST

Exclusive Laundry was among the firms that participated in a three-day grand opening celebration held at the new shopping center on Roosevelt St. and Waterloo Rd., Stockton, Calif.

White Star Laundry, Baytown, Tex., is now in its fortieth year in business. Clint Derryberry is the owner.

Mr. and Mrs. Gene Gerken have announced plans to open a coin-operated laundry, which will replace the original Gerken Laundry, Okeene, Okla.

George Pitzer and Roy Vanzetti have purchased Economat, a laundry establishment at 615 W. Charter, Stockton, Calif., from Charles Pierce, Jr.

Mr. and Mrs. Frank Mathes have purchased Bolen Laundry, Stroud, Okla.

Wayne Orr, owner of Flo's Wash, 106 E. Juniper, Fallbrook, Calif., has announced the firm's expansion to handle commercial laundering.

EAST

Wilson Laundry Co., Bryn Mawr, Pa., has announced the opening of a new location on Old Lancaster and County Line Rds.

Abraham Gitlow, an official of Gordon Davis Linen Supply Co., Philadelphia, Pa., has been elected president of the Golden Slipper Square Club Camp.

Mrs. Christine A. Joyce was honored by current and former officers of Latimer Laundry, New Britain, Conn., at a dinner in celebration of her 50 years of service with the company.

Mrs. J. Alexander Kline, founder with her late husband of Kline's Coat, Apron and Towel Service, Philadelphia, Pa., was named as one of the recipients of the 1960-61 People to People Award of the Project for Understanding Among the Peoples of the Middle East. Mrs. Kline will be cited on January 29 at the annual Philadelphia Zionist Organization dinner in the Bellevue-Stratford.

Mr. and Mrs. William Hempel, Sr., owners of Walter's South Side Laundry, Baldwin, N. Y., held a celebration for Sadie Cheslock and Robert Smith in honor of their 30 years of service with the firm. Wristwatches and

scrolls of appreciation were given the employees.

Samuel Van Dyke was formally admitted to Little Falls (N. J.) Laundry's 25-Year Club at the firm's ninth annual dinner and was presented with a 25-year pin and membership certificate. Gold wristwatches were given to Peter Facas, Jacob Hoogstra and Joseph Malloy for completion of 35 years of service. Presentations were made by Nicholas Vander May, general manager.

NORTH CENTRAL

John P. Otte, Jr., president of American Laundry and Cleaners, 634 S. Division Ave., Grand Rapids, Mich., has announced the appointment of Dale Chesser as general manager. Mr. Chesser is a graduate of the National Institute of Drycleaning and the Oklahoma State Technical School of Dry Cleaning.

Ben B. Love, president of Union Laundry, 127 N. Third St., Terre Haute, Ind., has announced the purchase of Temple Laundry. Other officers of Union are R. C. Hawkins, vice-president and general manager, and Ruth Yohe, secretary-treasurer, who with J. R. Hawkins compose the board of directors.

Kenosha (Wis.) Laundry Co., Inc., has opened its fifth unit in the new addition at the Town 'N' Country Shopping Center. Charles T. Werner is president of the firm, which has its headquarters at 6415 28th Ave.

Adelman Associates of Milwaukee, Wis., has opened two additional drive-in outlets, bringing the total to 85. The new units are at the Brown-Port Shopping Center and at W. Blue Mound Rd. and N. 106th St.

Clare Sober of Norman Laundry and Dry Cleaning Co., Decatur, Ill., recently presented a bouquet of roses to Mrs. Lillie M. Graybill, a customer of the firm for more than 50 years. The presentation was part of the firm's

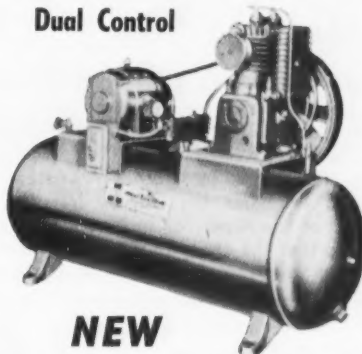
COMPRESSORS

1902 - 1961

New & Quality Rebuilt
Down Come the Prices

80-100 psi 3-60 220/440 Motors

Dual Control



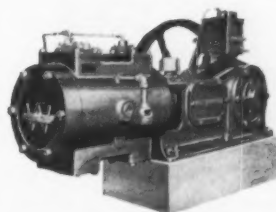
NEW

8 CFM 60 gal. Tank 1 1/2 HP	\$ 360
10 CFM 60 gal. Tank 2 HP	398
15 CFM 60 gal. Tank 3 HP	470
25 CFM 60 gal. Tank 5 HP	528
35 CFM 80 gal. Tank 7 1/2 HP	852
48 CFM 80 gal. Tank 10 HP	952
72 CFM 120 gal. Tank 15 HP	1,395
87 CFM 120 gal. Tank 20 HP	1,595

HORIZONTAL WATERCOOLED - NEW

80 - 100 psi

138 CFM 7 x 7 Worthington HB
234 CFM 9 x 9 Worthington HB
465 CFM 12 x 11 Worthington HB
686 CFM 14 x 13 Worthington HB



REBUILT - PERFORMANCE TESTED

80 - 100 psi Save 40% to 60%

66 CFM 6 x 5 Ing. Rand ERI
100 CFM 6 x 7 Ing. Rand ESI
138 CFM 7 x 7 All makes
183 CFM 7 x 7 Jay WG9
234 CFM 9 x 9 All makes
240 CFM 10 x 9 Penn. 3A
321 CFM 10 x 11 Ing. C.P.
465 CFM 12 x 11 All makes
503 CFM 12 x 13 Worth. HB
686 CFM 14 x 13 Ing. Rand ESI
Steam driven—Many sizes in stock

American Air Compressor Corp.

48th & Lajour, North Bergen, N. J.

Union 5-4848

EXPAND YOUR PROFITS with this PROVEN PLAN



Professional Laundries Shirt Plan offers you:

(1) PROLAUN LABEL, sewn in the collar, guaranteeing the shirt for one full year, IF LAUNDERED BY A PROFESSIONAL LAUNDRY. The Prolaun label brings the shirts back to you for repeated laundry business and promotes the laundry industry. Note also the seal of the American Institute of Laundering, which guarantees the shirts to be washable.

(2) Top quality shirts — no finer shirts are offered anywhere near this low price.

(3) Price. Shirts are only \$24.50 per dozen to you, F.O.B. Nashville. Compare this price anywhere.

Write, wire or call

THE HAYES COMPANY

Alpine 4-1605

Life and Casualty Tower

Nashville, Tenn.

\$24⁵⁰

"HOW TO BUILD A GREATER DEMAND FOR YOUR PROFESSIONAL LAUNDRY SERVICES"

Here's a down-to-earth, realistic manual whose sole purpose is to help you create a bigger demand for your services.

Tells how to stimulate Route Sales, promote over-the-counter sales, improve present services and better company relations.

\$1 per copy

Only \$1 per copy—Mail your order today!

THE LAUNDRY JOURNAL

466 Lexington Avenue
New York 17, N. Y.

Please mail _____ copies of "HOW TO BUILD A GREATER DEMAND" at \$1 per copy. My check or money order is enclosed.

Name _____

Firm _____

Street _____

City _____

State _____

Salute to the Housewife Week observance.

Grand View Laundry and Cleaners, 115 W. Sciota Ave., Peoria Heights, Ill., was damaged by fire recently with an estimated loss of over \$50,000.

Dave Johnson, co-owner and plant manager of Ivory Laundry, Chicago, Ill., recently escorted the editor of the *Lakeview Economist* on a tour of the plant.

Peerless Laundry and Dry Cleaning, Inc., Elyria, Ohio, has started construction on a new \$300,000 plant on Second St.

King's Laundry and Dry Cleaning held a grand opening recently in its new drive-in at 1160 18th St., Chicago, Ill.

SOUTH

Center Laundry and Cleaners, formerly Plaza 1-Hour Cleaners, purchased recently by Paul and Hershel Hayo, has been opened in the Westgate Shopping Center, Bradenton, Fla. The Hayos also own Lily White Launderers and Cleaners of Sarasota.

Durham (N. C.) Laundry has contracted for space in the new Pylon Bldg., located at the Northgate Shopping Center.

Paul L. Strassberg has purchased the interest of his former partner, Irvin Silverman, in White Way Laundry, Norfolk, Va. The transaction was followed by the incorporation of the firm as White Way Laundry, Inc., with Mr.

Strassberg as president. The company is headquartered at 31st St. and Colley Ave., and has 11 branches.

National Linen Service Corp., Atlanta, Ga., has opened a unit in Hickory, N. C., at a cost of about \$500,000. The new branch is the firm's 46th plant in a 17-state area, mostly in the Southeast.

Jean's Laundry has been opened in the new West Main Shopping Center, Centre, Ala.

Warren's Laundry & Dry Cleaners, Fort Pierce, Fla., will add some 7,000 square feet to its main plant on Third St., when it annexes property at Third and Ave. A. W. T. (Duke) Warren, president, said the firm plans to spend some \$85,000 in alterations.

Mr. and Mrs. Kenneth Rush have purchased Cropper's Laundry and Cleaners, 606 S. Broadway, Lexington, Ky.

Mr. and Mrs. Young have established a laundry on E. Main St., Siloam Springs, Ark.

CANADA

Mr. and Mrs. Steve Sasaki have added new drycleaning equipment at Ashcroft (B. C.) Laundry and Drycleaning.

Jamieson Laundry has been opened on Water St., Pictou, N. S. The former location on Front St. was destroyed by fire several months ago.

A laundry housed in the Eglinton Square Shopping Centre, Toronto, Ont., was gutted by fire recently.

OBITUARIES

PERCY G. ALLEN, 76, laundry operator of Portland, Oregon, died recently. Mr. Allen organized Crystal Laundry in 1912, and in 1918 took over the Troy Laundry. He was a life member of the Portland Rotary Club, and was a member of the Oregon State Laundry Owners' Association, and the Chamber of Commerce. Surviving is his wife.

JAMES W. DICKEY, SR., 72, manager of the Hotel Peabody Laundry, Memphis, Tennessee, died at Kennedy VA Hospital recently. Mr. Dickey was a World War I veteran and a member of the American Legion. Surviving are his wife and two sons.

CHARLES W. MARYATT, 70, vice-president of American

**40,000 Sq. Feet of Warehouse Space Needed
Laundry and Drycleaning Equipment
Must Vacate for Expansion!
Rebuilt to "Like New" Condition—New Machine Guarantee
DON'T DELAY—ACT NOW!!**

Washroom Equipment

All Types and Sizes of Washers.
Conventional or Open End.
Automatic or Manual.

Pressing Dept.

Unipress and Prosperity Shirt Units.
Cabinet or Conventional—2, 3 or 4 Girls.
All Makes of Wearing Apparel Presses.

Ironers

4, 6 or 8 Roll x 120" American and Others.
Many Cylinder Ironers to Choose From.

Your Old Equipment Has High Trade In Value At Talley's

See Partial Inventory List in Classified Section—CALL or WRITE NOW — TODAY

Drycleaning Washers

All sizes of Conventional Washers.
Western Eagle, Prosperity and Others.
Fully Automatic—Petroleum or Synthetic.

Drycleaning Presses

Hoffman, Prosperity New Yorker and Others.
Utility, Toppers, Leggers.
Air or Foot Powered.
Formers, Puff Sets and Misc. Others.

Extractors

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Talley Laundry Machinery Co.

MANUFACTURERS-JOBBERS-REBUILDERS

Modern Laundry and Dry Cleaning Machinery

Phone: Br. 4-1594

1156 Battleground Avenue

Greensboro, North Carolina



Linen Supply Company, Seattle, Washington, died recently in Haifa, Israel. Mr. Maryatt and his wife were on a Mediterranean cruise when he suddenly became ill. Survivors include his wife and two sons.

IVAN SHOOK, 48, manager of Timmins (Ontario) New Method Laundry, died recently. Mr. Shook was a member of the Dry Cleaners and Launderers Institute (Ontario) and

the Porcupine Chamber of Commerce. Surviving are his wife, a daughter, and two sons.

PAUL D. SHORT, owner of Connerville (Indiana) Laundry & Dry Cleaning Company, died recently. Mr. Short was a member of the local Masonic orders and Scottish Rite and Shrine at Indianapolis. Survivors are his wife, three sons and four daughters.

New Jersey Laundry & Cleaning Institute
Essex House, Newark, New Jersey, March 11

**Maryland, District of Columbia & Virginia
Laundryowners' Association**

The Greenbrier Hotel, White Sulphur Springs, West Virginia, April 10-12

**Greater Detroit Area Association of
Hospital Laundry Managers**

Henry Ford Hospital, Detroit, Michigan, April 13

Diaper Service Industry Association

Statler Hilton Hotel, New York, New York, April 16-19

Texas Laundry & Dry Cleaning Association

Rice Hotel, Houston, Texas, April 27-29

Linen Supply Association of America

Fontainebleau Hotel, Miami Beach, Florida, April 30-May 4

National Association of Institutional Laundry Managers
Deauville Hotel, Miami Beach, Florida, May 3-7

Oregon State Laundry Owners' Association

Gearhart Hotel, Gearhart, Oregon, May 11-13

California Laundry & Linen Supply Association

Del Monte Lodge, Pebble Beach, California, May 14-18

Idaho Launderers & Cleaners Association

Shore Lodge Hotel, McCall, Idaho, May 25-27

North Carolina Association of Launderers and Cleaners, Inc.
Jack Tar Durham Hotel, Durham, North Carolina, June 21-22

Florida Institute of Laundering and Cleaning

Jack Tar Fort Harrison Hotel, Clearwater, Florida, June 23-25

convention CALENDAR

National Institute of Rug Cleaning

Chalfonte-Haddon Hall Hotel, Atlantic City, New Jersey,
January 21-24. With exhibit

Louisiana Laundry & Cleaners Association

Monteleone Hotel, New Orleans, Louisiana, January 27-29

American Institute of Laundering

Bellevue-Stratford Hotel, Philadelphia, Pennsylvania, January 31-February 1

National Institute of Drycleaning

Sheraton Hotel, Philadelphia, Pennsylvania, February 2-5.
With Exhibit

**South Carolina Association of Launderers
and Cleaners, Inc.**

Francis Marion Hotel, Charleston, South Carolina, March 1-2

classified department

Mail your box number replies to **THE LAUNDRY JOURNAL**, 466 Lexington Ave., New York 17, N. Y.

SALES OPPORTUNITIES WITH WYANDOTTE CHEMICALS

Wyandotte Chemicals Corporation, a leading manufacturer of laundry washroom supplies, has excellent opening for **SALES-SERVICE REPRESENTATIVE**. (This may require relocating, depending upon your present location.)

Interested applicant must be thoroughly acquainted with laundry washroom procedures and qualified to demonstrate washroom products. Personality, appearance, sales aggressiveness, and practical experience in laundry production are required.

Salary with commission, plus car and expenses, and an opportunity for advancement with a growing organization, as well as outstanding hospitalization, insurance and retirement plans, highlight employment benefits.

For confidential treatment of your complete resume, reply to:

**LAUNDRY AND TEXTILE DEPARTMENT
J. B. FORD DIVISION
WYANDOTTE CHEMICALS CORPORATION
WYANDOTTE, MICHIGAN**

HELP WANTED

A GOLDEN OPPORTUNITY: If you have the proper background, we will train you to become a plant manager. Write or call National Industrial Laundries, 1100 Sherman Avenue, Elizabeth, New Jersey. 2306-7

LAUNDRY MACHINERY SALESMEN: To represent leading national concern manufacturing heavy washroom equipment. Midwest, Southeast and Southwest areas available. Excellent earnings—salary plus commission. Requests for distributorships in these areas will be considered. Please send complete resume in first reply. Our employees know of this ad. All replies will be confidential. **ADDRESS:** Box 2456, **THE LAUNDRY JOURNAL**. -7

GENERAL MANAGER for new industrial laundry in Texas. Applicants must be thoroughly acquainted with industrial garment rental or linen supply procedures and qualified to assume complete responsibility of managing and supervising. Appearance, personality, sales aggressiveness, knowledge of laundry production required. Excellent future. Salary and bonuses. Replies strictly confidential. **ADDRESS:** Box 2470, **THE LAUNDRY JOURNAL**. -7

MANAGER TRAINEES wanted for industrial laundries in Texas. Must have sufficient background in most phases of operation. Excellent remuneration and performance bonus when qualified to assume management. Send recent photo and resume of background. Replies in strict confidence. **ADDRESS:** Box 2471, **THE LAUNDRY JOURNAL**. -7

LAUNDRY SUPERINTENDENT, fully experienced and qualified in all phases of laundry production. Excellent opportunity for aggressive, qualified man. Warren's Laundry-Cleaners, Inc., 131 N. 3rd St., Fort Pierce, Florida. 2475-7

Drycleaning laundry manager for 40-employee plant. \$150 per week. Three-week vacation—liberal health and life insurance benefits. Excellent future. Must be take-charge type who can select—train help and run a clean plant on schedule. North Central U. S. **ADDRESS:** Box 2464, **THE LAUNDRY JOURNAL**. -7

Commission men as manufacturer's representatives calling on distributors and laundry supply houses to handle quality line of collar supports at competitive prices. **ADDRESS:** Box 2465, **THE LAUNDRY JOURNAL**. -7

Manufacturer of press covers, pads, nets, etc. Looking for men to sell direct to trade. Excellent side line, good commissions. **ADDRESS:** Box 2483, **THE LAUNDRY JOURNAL**. -7

MACHINERY WANTED

ALL TYPES OF LAUNDRY EQUIPMENT WANTED. **ADDRESS:** Box 2384, **THE LAUNDRY JOURNAL**. -3

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MISCELLANEOUS MERCHANDISE FOR SALE

EQUIPMENT FOR SALE—Why make expensive repairs on obsolete dump valves when modern, leakproof, air-operated diaphragm valves cost so little? Write George W. Krieger Laundry Machinery Co., 1786 No. Spring Street, Los Angeles 31, Calif. 2102-45

LAUNDRY LISTS—4 1/4 x 11"—\$1.50 per 1,000 in 25,000 lots. White 16 lb. bond. Park Printing, Pittsburgh 33, Pa. 2484-45

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 654-13

SUEDE AND LEATHER—Cleaned, dyed, refinished. Guaranteed "**FRENCH-TEX**" process. **LaFRANCE DYE HOUSE**, 7606 Carnegie Ave., Cleveland 3, Ohio. "Member of the S. L. R. A." 2239-13

LAUNDRIES AND CLEANING PLANTS FOR SALE

For sale—laundry and drycleaning plant located in a fast growing section of western Colorado. Grossed over \$135,000 last year. Potential much greater with linen supply. Priced \$125,000. **ADDRESS:** Box 2454, **THE LAUNDRY JOURNAL**. -2

Here is a drive-in cleaning plant doing over \$117,000.00 annually. Showing an excellent profit every year while being operated by a manager. Located in suburban Washington, D. C. Only those with substantial cash need reply. Come work in plant or ask our neighbors before you decide. Price very low. **W. I. Peeler**, 6502 Queens Chapel Road, Hyattsville, Maryland. 2472-2

FOR SALE: Commercial laundry, linen supply and dry cleaning plant, excellent equipment. Annual profit approximately \$50,000.00 before depreciation. Only laundry within 30 mile radius, in very fast growing and developing section of Arizona. New gas well just came in, and a \$42,000,000.00 plant is now under construction within the area which will give employment to hundreds of people year around. This laundry is geared to handle this extra volume. It is a **GOOD** buy for \$125,000.00, \$50,000.00 cash, easy terms on balance. **CONTACT J. DON WISE, A. D. McCLAIN REALTY CO.**, 4400 N. CENTRAL AVENUE, PHOENIX, ARIZONA. 2477-2

CONSULTANTS

Surveys of complete plants, single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT**, 745 Fifth Avenue, New York 22, N. Y. Tel.: ELdorado 5-1333. 1612-25

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Big Extra Profits in Invisible Reweaving: Do it yourself—in your own shop, giving customers finest work and prompt service. Find out how quickly you can learn to make holes, tears, cuts disappear from all clothing and fabrics. Famous original Fabricon professional method pays up to \$10.00 in an hour. All profits! Write for free details. **Fabricon**, Dept. J 6238 Broadway, Chicago 40, Illinois. 2474-29

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Open an "unattended" coin-operated reducing salon. Complete seven-unit package only \$2,975 direct from manufacturer. Request details. Write: **Trimian Manufacturing**, 4812 Irvington, Houston, Texas. 2332-11

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-97

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.,** 29 Calumet Street, Newark 5, N. J. 1228-37

MACHINERY FOR SALE

AMERICAN and TROY 5-ROLL 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

8-ROLL 120" AMERICAN and TROY IRONERS, REBUILT IN NEW MACHINE CONDITION. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. **CUMMINGS-LANDAU Laundry Machinery Co.,** 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

Abe Cohen blanket washer for sale. Three compartments. Contact: Crystal Laundry and Dry Cleaners, 213 Union Street, Manchester, New Hampshire. Telephone NAational 4-4374. 2441-4

FOLLOWING MACHINES IN OPERATION IN WASHINGTON, D. C. AREA AVAILABLE ABOUT FEBRUARY 15: 2-42 x 96" AMERICAN CHAMPION CASCADE WASHERS, STAINLESS-STEEL GUARDS AND PROSPERITY 100 CONTROLS; 2-42 x 84" AMERICAN NORWOOD CASCADE WASHERS WITH PROSPERITY 100 CONTROLS; 2-50" ELLIS UNLOADING EXTRACTORS WITH 5 SETS OF CONTAINERS, MONORAIL AND HOIST; 20-36 x 30" 4-COIL TUMBLERS WITH DUAL MOTORS. MACHINES IN GOOD MECHANICAL CONDITION. **CUMMINGS-LANDAU, 305 Ten Eyck, Brooklyn 6, N. Y. 2466-4**

UNIPRESS COVER ROTO COVERALL FINISHER, FOUR MACHINES IN ONE. USED AS DEMONSTRATOR. EQUAL TO NEW IN EVERY RESPECT. **CUMMINGS-LANDAU, 305 Ten Eyck, Brooklyn 6, N. Y. 2467-4**

AMERICAN MASTER CASCADE 44 x 84" 4-COMPARTMENT 4-DOOR FULLMAN SLIDE-OUT TYPE MONEL WASHERS, EQUIPPED WITH NEW C/L PATENTED HINGED WEDGE LOCK DOORS. **CUMMINGS-LANDAU, 305 Ten Eyck, Brooklyn 6, N. Y. 2468-4**

1 Norwood 42x84" Cascade **MONEL** washer, late type, **SACRIFICE PRICE \$2,100;** and 1 Hoffman 48" Extractor, **SACRIFICE PRICE \$1,050;** machines in **EXCELLENT** running condition. Must sell immediately! **ADDRESS: Box 2476, THE LAUNDRY JOURNAL. -4**

CABINET SLEEVES, PROSPERITY AND AMERICAN WITH MEASURING DEVICE. READY FOR PROMPT DELIVERY. **CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2112-4**

American 5-lane stacker. Good condition. Five 36 x 30 American and Huebsch tumblers. Very reasonable. Contact Mr. Larry Seible, General Manager, Sheraton Atlantic Hotel, New York City. 2469-4

PROSPERITY CABINET BODY PRESS: excellent condition, reasonably priced. Supreme Cleaners, 2332 N. Stone Ave., Tucson, Arizona. 2473-4

20", 26", 28" and 30" EXTRA-DEEP AMERICAN, FLETCHER, PELLERIN, TROY EXTRACTORS. Motor-driven. Some with **NEW** electrical equipment. Copper or stainless-steel baskets. **READY FOR PROMPT DELIVERY.** **CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2222-4**

PANTEX, HOFFMAN MODEL X AND PROSPERITY MODEL E2D AIR-OPERATED DRYCLEANING PRESSES. THOROUGHLY REBUILT. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 2178-4**

Five **TROY 48" open-top extractors** at a bargain price. **TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1806-4**

AMERICAN IRONER, 2-roll 100", rebuilt in A-1 condition. **TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1804-4**

MACHINERY FOR SALE (Cont'd)

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4**

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4**

40" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4**

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CUSSELL MASTER HOSIERY DRYERS, LIKE NEW. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4**

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4**

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4**

Five **42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS** with 2-compartment, 2-door cylinders. **IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS AND CONTROLS.** **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4**

2-ROLL 100", 110" and 120" AMERICAN and CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4**

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4**

PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. **Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1537-4**

AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 96", 44 x 108", 44 x 120" MONEL METAL WASHERS with 3 and 4 pockets. **CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1736-4**

AMERICAN STREAMLINED 6-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE, IN NEW MACHINE CONDITION. **CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1729-4**

AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET; 42 x 72" 2-POCKET. **CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1730-4**

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 4-, or 9-COMPARTMENT STAINLESS STEEL CYLINDERS. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9568-4**

4—AMERICAN SUPER-ZARMO DUCK COAT PRESSES; 4 AMERICAN FOLDMASTERS, EITHER FOR 7" or 8" FOLD. **CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1733-4**

ONE—AMERICAN FULLY AUTOMATIC WASHWHEEL FORMULA CONTROL MODEL 050M. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1900-4**

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1803-4**

16 x 100" AMERICAN 41210 RETURN-FEED FLATWORK IRONERS. MOTOR-DRIVEN. PROSPERITY POWER CIRCLE and AMERICAN SUPER ZARMO 51" TAPERED PRESSES. VERY REASONABLY PRICED. **CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2109-4**

40" AMERICAN, TOLHURST, TROY DIRECT MOTOR-DRIVEN EXTRACTORS. **CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2110-4**

5 NATIONAL FANTOM FAST MARKING MACHINES AND 5 LISTING MACHINES. **CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2116-4**

54 x 120" C/L REBUILT MONEL METAL WASHER, NEW DOUBLE END ROLLER CHAIN DRIVE, NEW C/L EVERTITE DOORS, DIRECT MOTOR-DRIVEN THRU "V" BELT. EQUAL TO NEW IN EVERY RESPECT. **CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2111-4**

MACHINERY FOR SALE (Cont'd)

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

Two—42 x 84" **ELLIS** two-pocket **UNLOADING WASHERS**, One—42 x 54" **AMERICAN** two-pocket **UNLOADING WASHER**. Two—50" **ELLIS** Notrux extractor. One—**PURKETT** 72" hot shake-out tumbler with conveyor. One—**AMERICAN** small-piece folder. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., INC.**, 3128 West Lake Street, Chicago 12, Illinois. NEvada 8-7764. 2136-4

One—**SUPER** 2-roll 120" chest-type steam-heated return ironer—factory rebuilt. One—Used 8-roll 120" chest-type ironer. **SUPER LAUNDRY MACHINERY COMPANY**, 1113 West Cornelia Avenue, Chicago 13, Illinois. 2137-4

STAINLESS STEEL CONTAINERS for 50", 54" & 60" **UNLOADING EXTRACTORS** in very good condition and ready for immediate delivery. These containers available because extractors converted to C/L SLING RING OPERATION. **CUMMINGS-LANDAU**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2365-4

120" **AMERICAN** 2-LANE TYPE 102 FOLDERS. REBUILT EQUAL TO NEW IN EVERY RESPECT. IMMEDIATE DELIVERY. **CUMMINGS-LANDAU**, 305 Ten Eyck St., Brooklyn 6, N. Y. 2371-4

UNIPRESS BAS CABINET SHIRT BOSOM PRESS. REBUILT EQUAL TO NEW. **CUMMINGS-LANDAU**, 305 Ten Eyck St., Brooklyn 6, N. Y. 2372-4

FOR SALE: REPLACEMENT STEAM CHESTS AND ROLLS FOR ALL MAKE CHEST-TYPE FLATWORK IRONERS. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO.**, 3128 W. LAKE STREET, CHICAGO 12, ILLINOIS. 2385-4

WESTERN EAGLE fully automatic 70# petroleum drycleaning unit. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2390-4

PROSPERITY 7A drycleaning unit with Synth-O-Saver. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2391-4

UNIPRESS two-girl shirt unit, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2392-4

METAL WASHERS all sizes thoroughly rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2393-4

AMERICAN ironer, 2-roll, 100", rebuilt, A-1 condition. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2394-4

5—**TROY** 48" open-top extractors at a bargain price. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2395-4

HOFFMAN, **PROSPERITY** and **AJAX** air-driven utility drycleaning presses. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2396-4

42 x 84 and 42 x 96 **AMERICAN** and **HOFFMAN** rebuilt washers, stainless-steel, excellent shape. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2397-4

PROSPERITY 51" & 54" wearing apparel presses, Power Circle and air-driven, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2398-4

36 x 30 **HUEBSCH** gas-fired tumblers, like new. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2399-4

HOFFMAN X Model presses, factory rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2400-4

AMERICAN cabinet sleeve with measuring device, late model. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2402-4

6-roll, 120" **AMERICAN** and **TROY** rebuilt ironers. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2406-4

42 x 84 AND 36 x 36 **AMERICAN** MODEL METAL WASHERS . . . **AJAX** CABINET SLEEVE . . . **PROSPERITY** FOLDING TABLE . . . **TUMBLERS** . . . **SCALES** . . . **EXTRACTORS** . . . **PRESSES** AND **VARIOUS MISCELLANEOUS ITEMS**. **BILL'S MACHINERY CO.**, 25-27 WEST 23 STREET, BAYONNE, N. J. Hemlock 7-3034 2461-4

1—100 HP. Clayton steam generator with all controls, in like-new condition. 1—50 HP. Clayton steam generator with all controls, completely rebuilt. Both units for natural gas firing. 100 HP. unit has standby for oil burning. Reply to P. O. Box 1174, Jackson, Miss. 2451-4

PROSPERITY 200# automatic open-end washers. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2403-4

PROSPERITY 8-roll, 132" ironer—excellent condition. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2404-4

PROSPERITY 2-girl shirt unit, Power Circle, rebuilt and guaranteed. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2405-4

8-roll, 120" **AMERICAN** SYLON streamlined ironer, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2407-4

42 x 84 **TROY** streamlined washer. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2408-4

UNIPRESS wearing apparel presses—51" and mushroom presses. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2410-4

44 x 84 fully automatic **ROBOT** washers like new—with supply injection. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2411-4

TROY and **AMERICAN** LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. **CUMMINGS-LANDAU** Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. **CUMMINGS-LANDAU** Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

PROSPERITY 200# AUTOMATIC OPEN-END WASHERS—Just arrived. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2054-4

PROSPERITY 8-ROLL x 132" IRONER—excellent shape. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2057-4

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2058-4

20" **HUEBSCH** HANDKERCHIEF IRONERS with fluffers, like new. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2059-4

Six-roll 120" **AMERICAN** and **TROY** rebuilt ironers. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2063-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2065-4

36 x 30 **HUEBSCH** GAS-FIRED TUMBLERS, like new. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2066-4

HOFFMAN X MODEL PRESSES, factory rebuilt. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2067-4

PROSPERITY and **AJAX** air-driven utility presses. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1808-4

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25# Milnor semi-automatic washer with Miltrol—Bargain. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2480-4

For sale: Gardner-Denver 50 hp. direct connected, Water cooled air compressor 220 V, 440V, 60C, 3PH. Complete with after cooler—bargain. Write or contact **DIXIE LAUNDRY MACHINERY CO.**, 1124 HOUSTON STREET, MONTGOMERY, ALABAMA. 2481-4

Compressors—all makes and sizes new and rebuilt. See page 71 American Air Compressor Corporation. 2482-4

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... IN THE wash

Hot Laundry for Canada?

To the Editor:

In your fifteenth annual guidebook issue, page 71, you published a paragraph "Nuclear Laundering." According to this article there are five industrial laundries in the United States specializing in decontamination work.

As far as I know there are no such plants here in Canada and I am interested in setting up a similar plant in Ontario.

Could you, please, let me know what additional equipment to measure radioactivity is required and source of supply for this equipment. Could you also let me know the address of a laundry (preferably in the east of the United States) that specializes in decontamination where I could get permission to see the plant in operation. I would really appreciate if you could send me this information as soon as possible.

ERICH OEHNEL
Branch Manager Laundry
and Drycleaning
USAF Air Base
Goose Bay, Labrador

Better check with Canadian authorities first to learn about your market and government restrictions.—EDITOR

BLRA Wants Clarification

To the Editor:

Please send us, for reference purposes, technical information on the commercial clarifier for laundry waste water, and the name of the manufacturer, as mentioned on page 69 of LAUNDRY JOURNAL dated September 1960.

R. E. B. R. HODRIEN
Information Officer
British Launderers'
Research Association
London, England

Wants Full Story

To the Editor:

Can we obtain a back copy of THE LAUNDRY JOURNAL, October 1960 issue, or a reprint of "In the Wash" for that issue. Our copy seems to be mislaid and we are anxious to obtain the full information with regard to the

Let's Hear from You . . .

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems.

Address letters to:

The Editor
The Laundry Journal
466 Lexington Avenue
New York 17, N. Y.

article written by Mr. F. D'Argent, Cousins Limited, Halifax, with regard to aprons splitting. There were two replies from readers, one from Mr. Michie of the Revolite Company and one from Mr. Obitz of Gibraltar Fabrics.

May we take this opportunity to congratulate you on the constructive and informative articles presented through THE LAUNDRY JOURNAL.

G. MIDDLETON, Sales Manager
G. A. Hardie & Co. Limited
Toronto, Ont., Canada

PR Follow-Up

To the Editor:

Our Association members are very pleased with the stories in the November and December issues ("Adventures in Cooperation" and "Group Action Plan Endorsed"). They have asked me to write you regarding the cost of 500 reprints of each story. The South Carolina Laundry and Cleaners Association would like to send them out to all the members in this State.

BETTY BLAIR
Blair-Thorne Advertising Agency, Inc.
Columbia, S. C.

Proper Perspective

To the Editor:

Please send us your editorial of the November 1960 LAUNDRY JOURNAL.

We want to use the article at a sales meeting.

EDWIN J. PENNYPACKER
Interboro Laundry, Inc.
Lansdowne, Pa.

Patterns for Success

To the Editor:

Congratulations on your Guidebook issue, which is one of the finest sum-

maries of the current situation and problems in the laundry industry I have seen.

I was wondering if I could obtain an extra couple of copies as our organization now has over 800 employees and one edition is going to spread it a little thin.

GORDON A. CHRISTOPHER
Executive Vice-President
Nelsons Laundries Limited
Vancouver, B. C., Canada

Keen Observer

To the Editor:

May we have the name of the manufacturer of the Thermal Cellular blanket referred to in your December issue.

W. AMISS KEAN
Kean's
Baton Rouge, La.

Chain Reaction

To the Editor:

Will you please send me a copy of a recent article appearing in the May issue titled "A Special Report on Nuclear Laundering," by Henry Mozdzier.

ANDREW BROADDUS, JR.
Capital Laundry and Dry
Cleaning Co., Inc.
Louisville, Ky.

Many readers have expressed interest in the commercial aspects of nuclear laundering. In this issue you will find a statement from the Office of Civil and Defense Mobilization suggesting the role the laundry industry can play in the event of a national emergency.—EDITOR

Re: Laundry Chutes


To the Editor:

It is with deep appreciation that I wish to acknowledge the receipt of your highly informative letter.

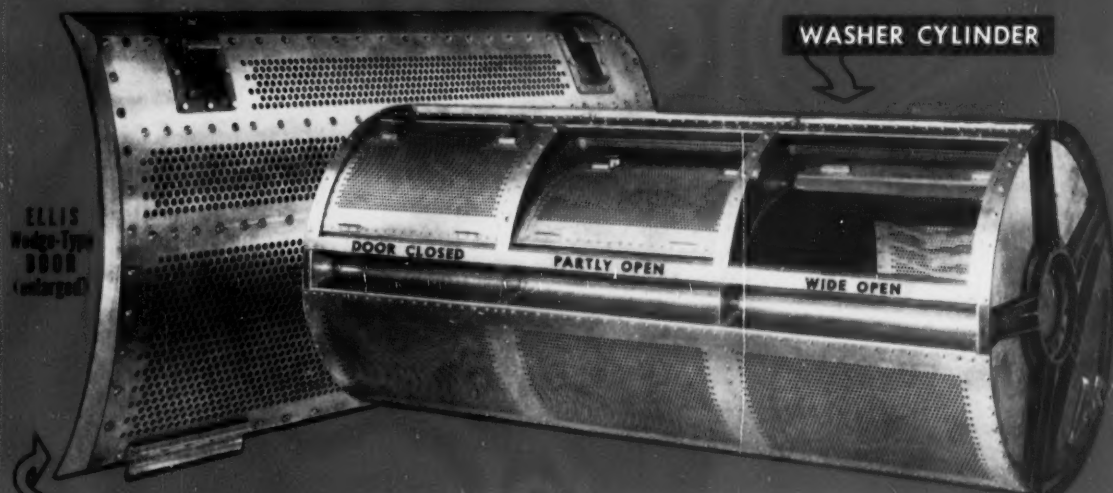
You certainly answered all my questions regarding the use of laundry chutes.

FREDERICK PLOTKE, M.D.
Chief, Public Health Service
Department of Public Welfare
Chicago, Illinois

like rare vintage wine...

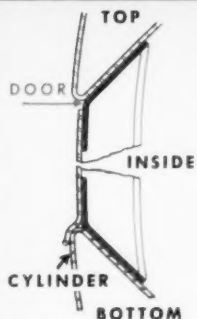
THE **ELLIS WEDGE**  **TYPE DOOR**

improves with age



ELLIS
Wedge-Type
DOOR
(enlarged)

DOOR DETAIL



Note how the Door seats inside the cylinder on tapered jams and sills. Action of the load forces the Door into tighter fit and prevents movement.

The Ellis non-pinch Wedge-Type Door is another special feature developed exclusively for the Ellis line of *Heavy Duty Washers*. It is a guaranteed cylinder door, and the only one that improves with use and age.

The unique design insures a positive tightly sealed door under all operating conditions. This is achieved by seating the door from *inside* the cylinder. All four sides of the door are tapered, and seated in matching tapers in the cylinder.

The weight of the revolving load striking the door from the inside drives the door tightly into its seat, and prevents it from moving or working loose. When unlatched, the door releases instantly due to the tapered fit.

This trouble-free door laps in its seat, and actually improves with age. Abrasives from emery dust, filings, dirt or grindings, encountered in washing, have no damaging effect on it.

We have installations 25 to 30 years old where the original wedge-type doors are still in use ... with no signs of impairment.

Ellis advanced design and finely engineered construction help to protect your investment and prolong your equipment in service and economy. Contact us for your next washer installation.

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Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., 1786 N. Spring St., Los Angeles 31, Calif.

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Successful laundry operators depend on consistent quality to build and maintain customer confidence. Cowles helps you achieve this with "matched detergency," a full line of compatible washroom products specially formulated to work well together. Continuing research and development, with competent field service by your Cowles Technical Man, brings matched detergency to bear on your toughest laundering problems.

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